

Fig. 1

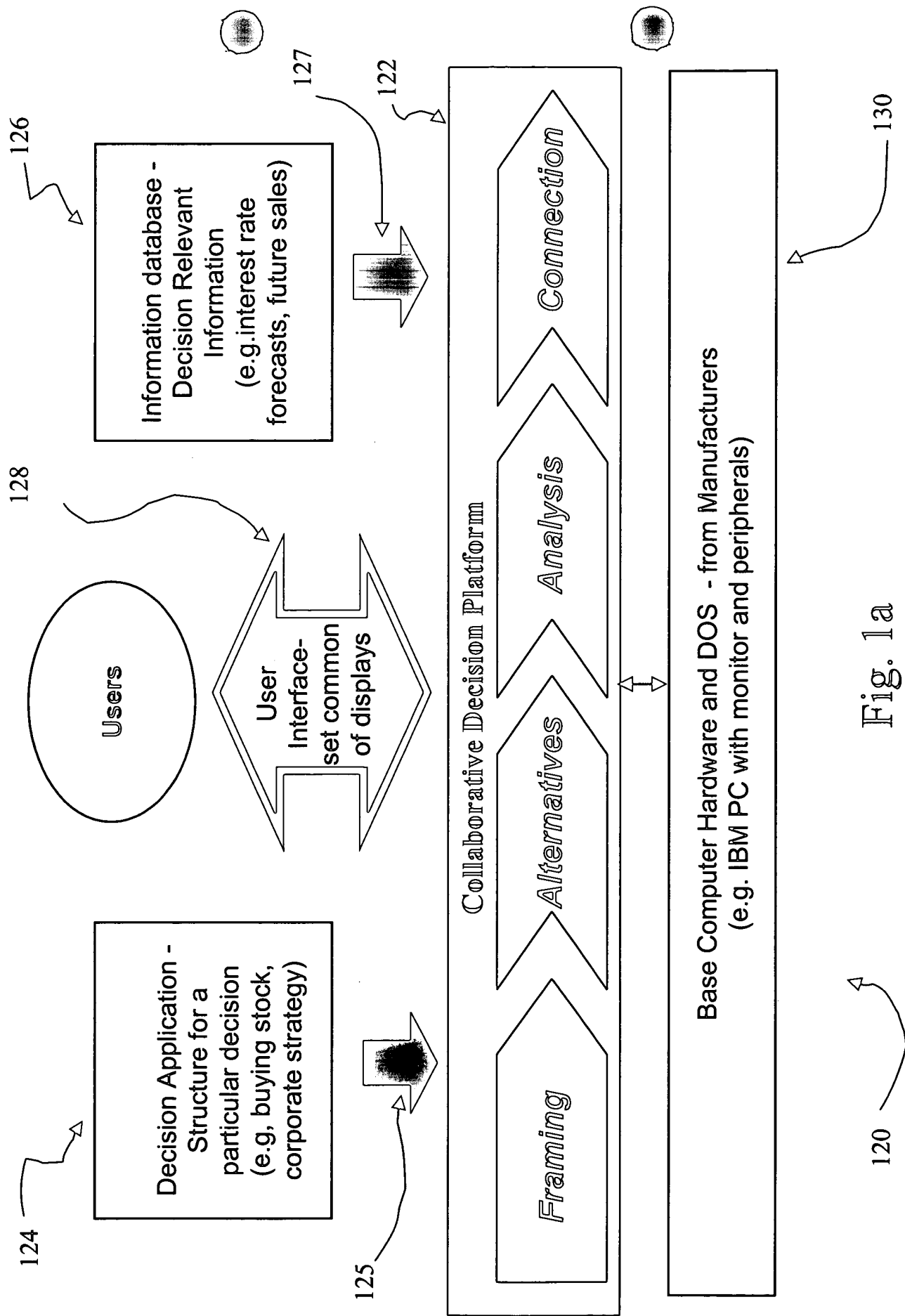


Fig. 1a

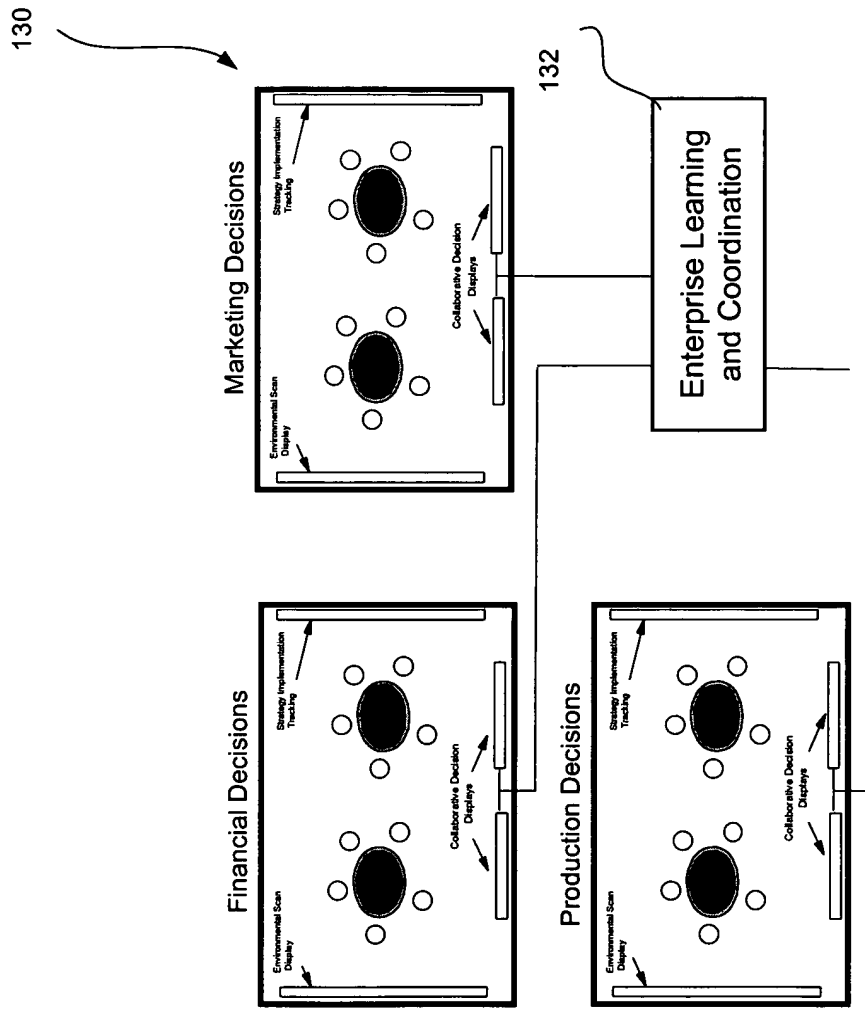


Fig. 1b

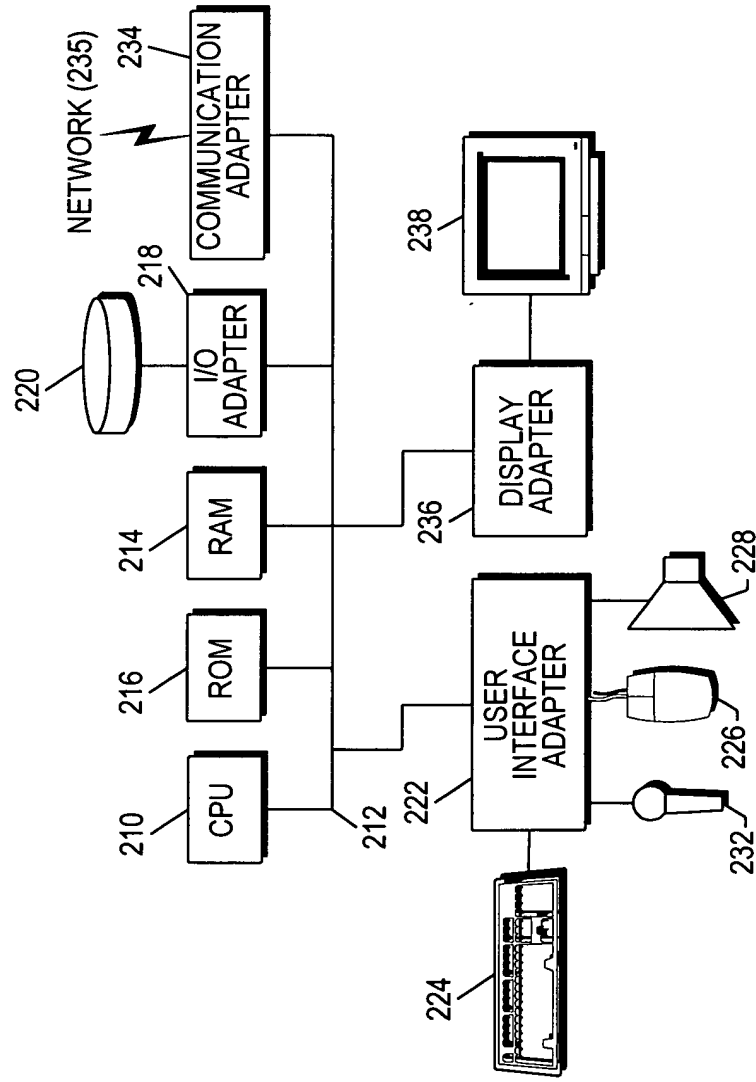


Fig. 2

Fig. 3

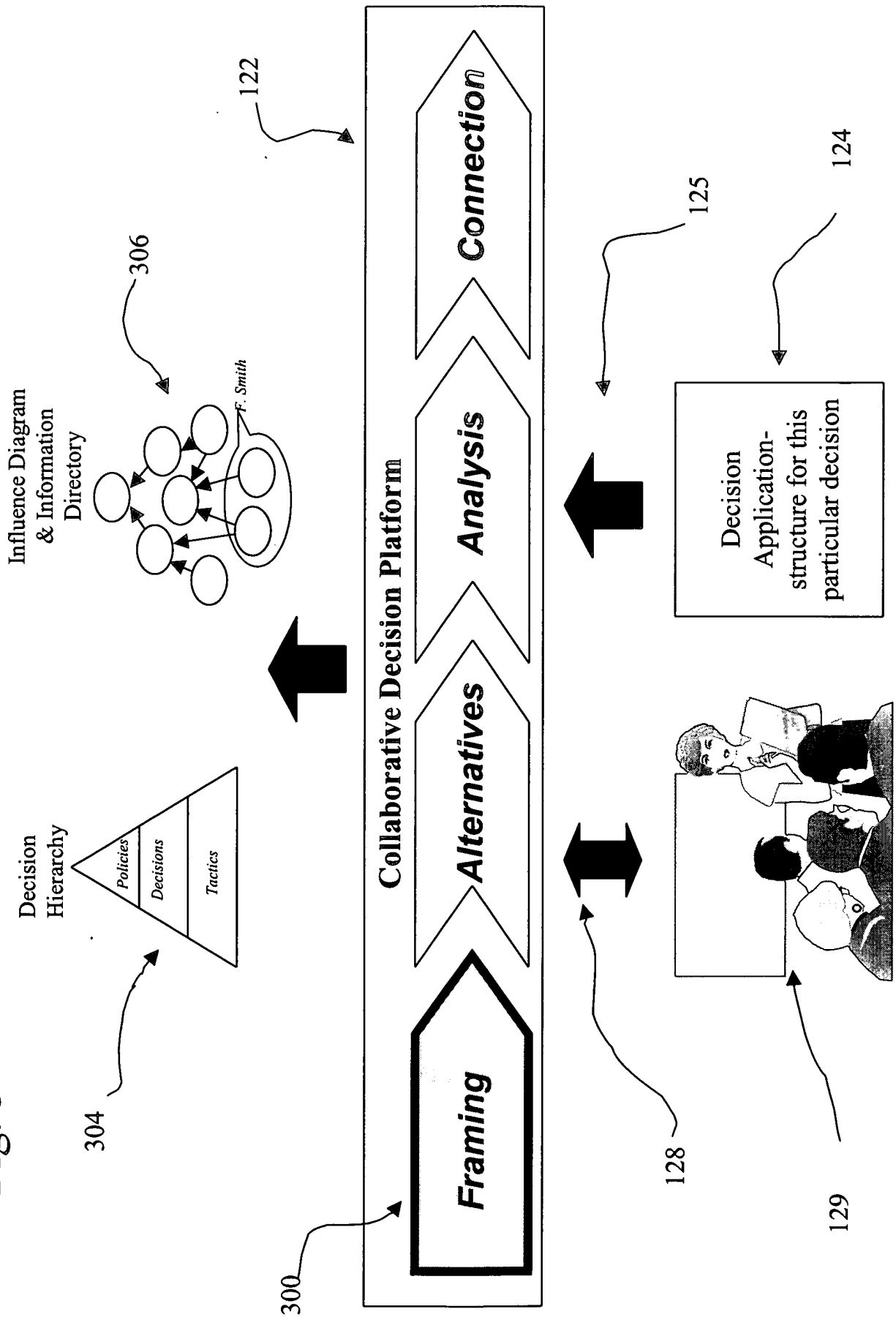


Fig. 3a

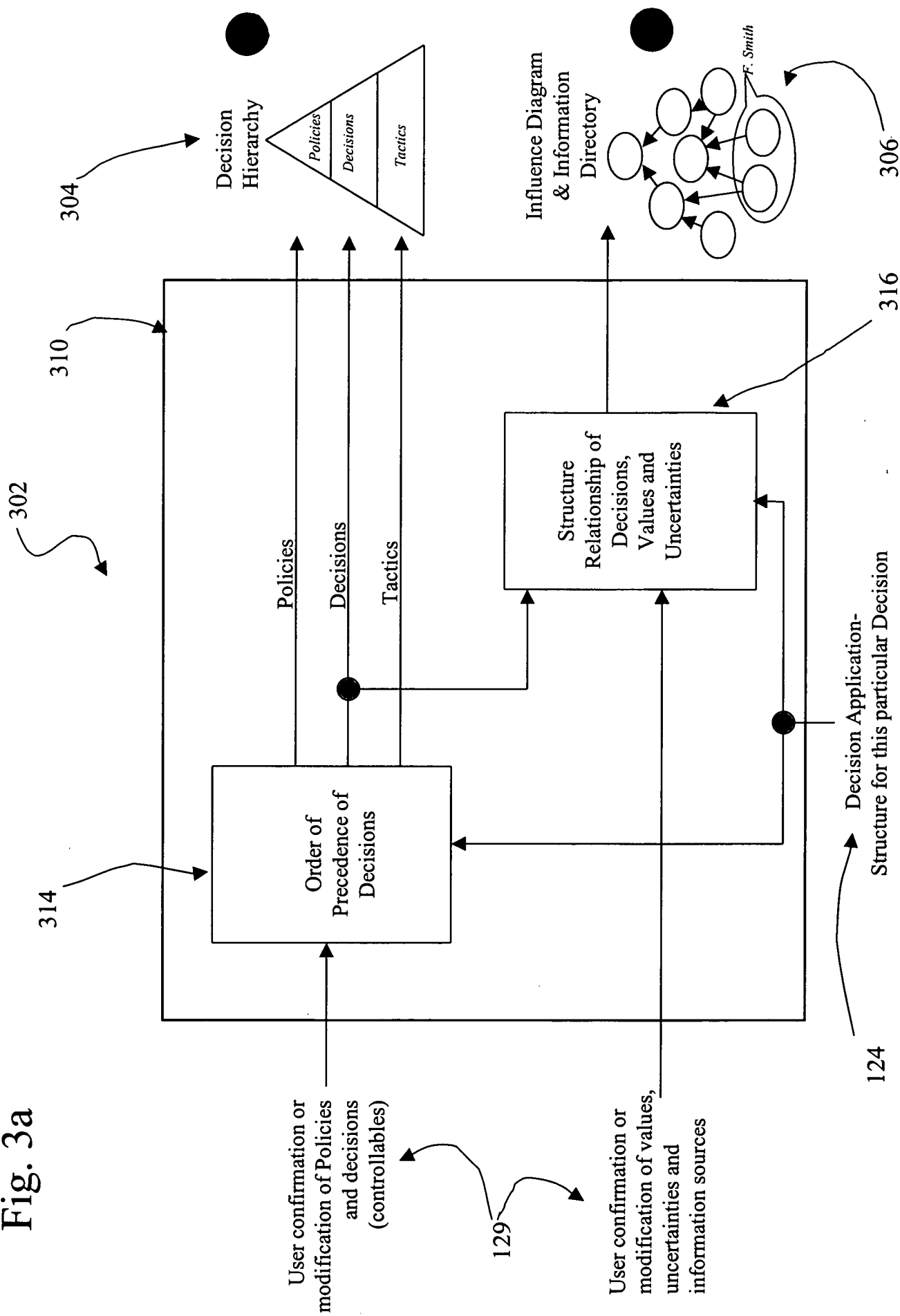


Fig. 4

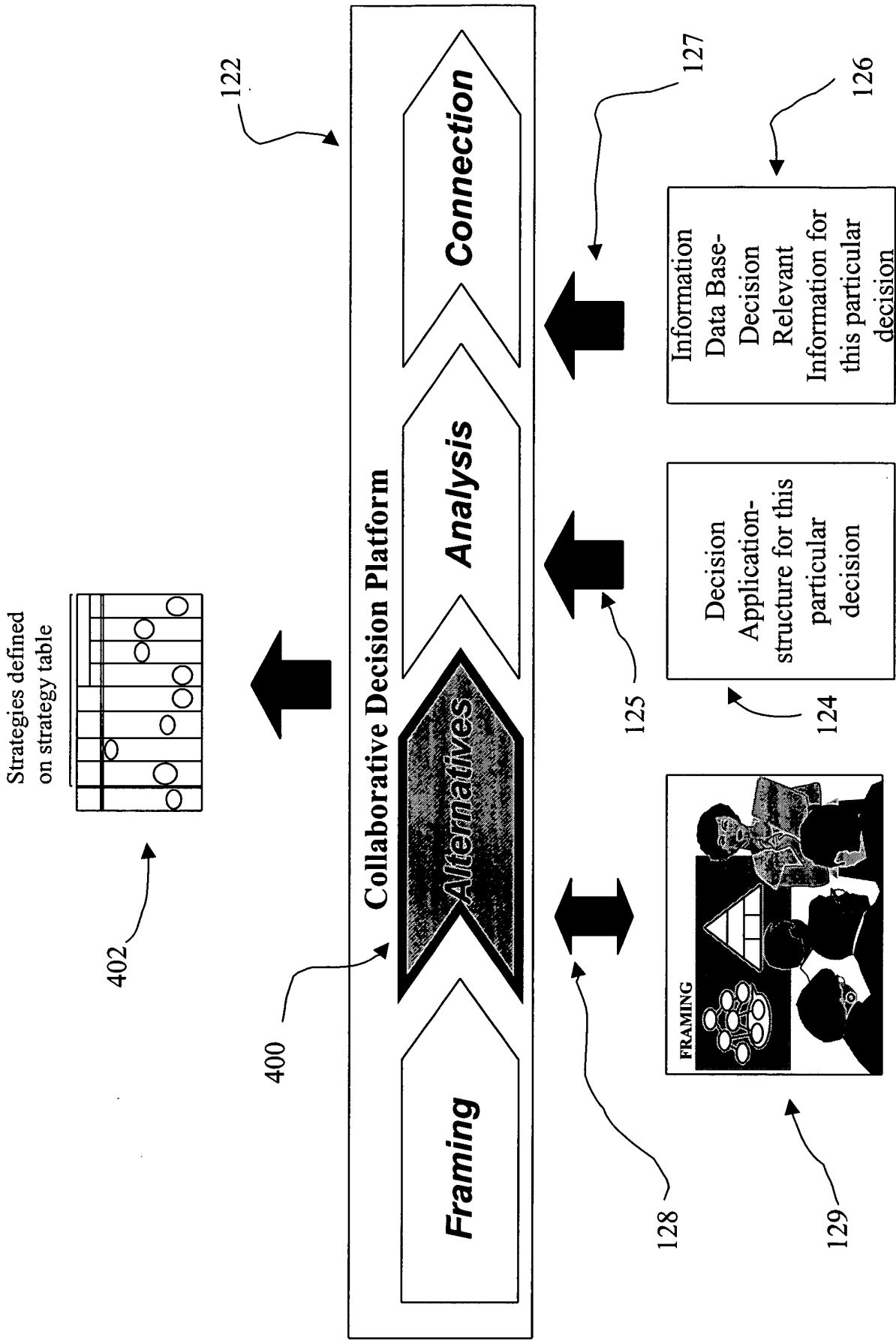


Fig. 4a

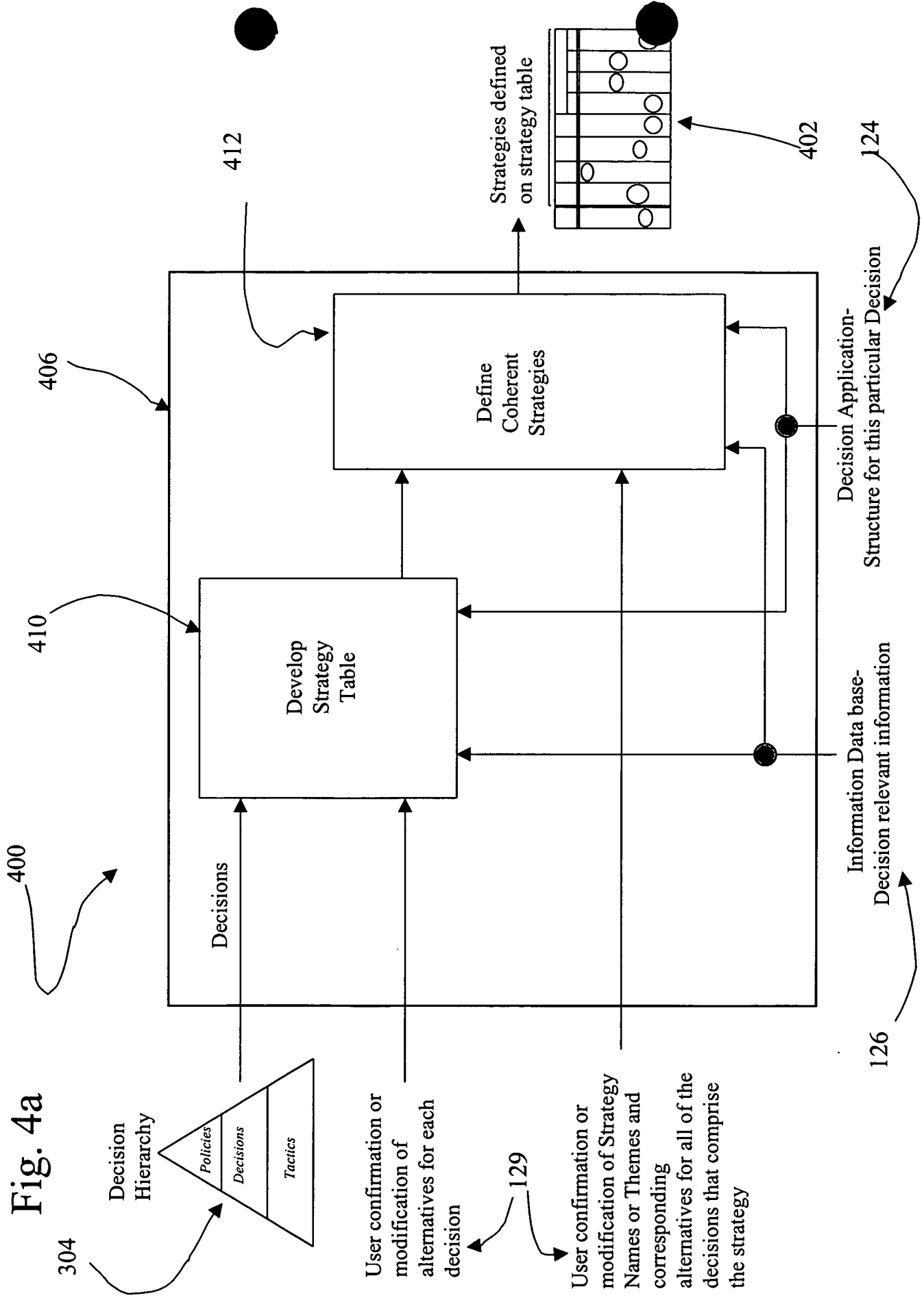


Fig. 5

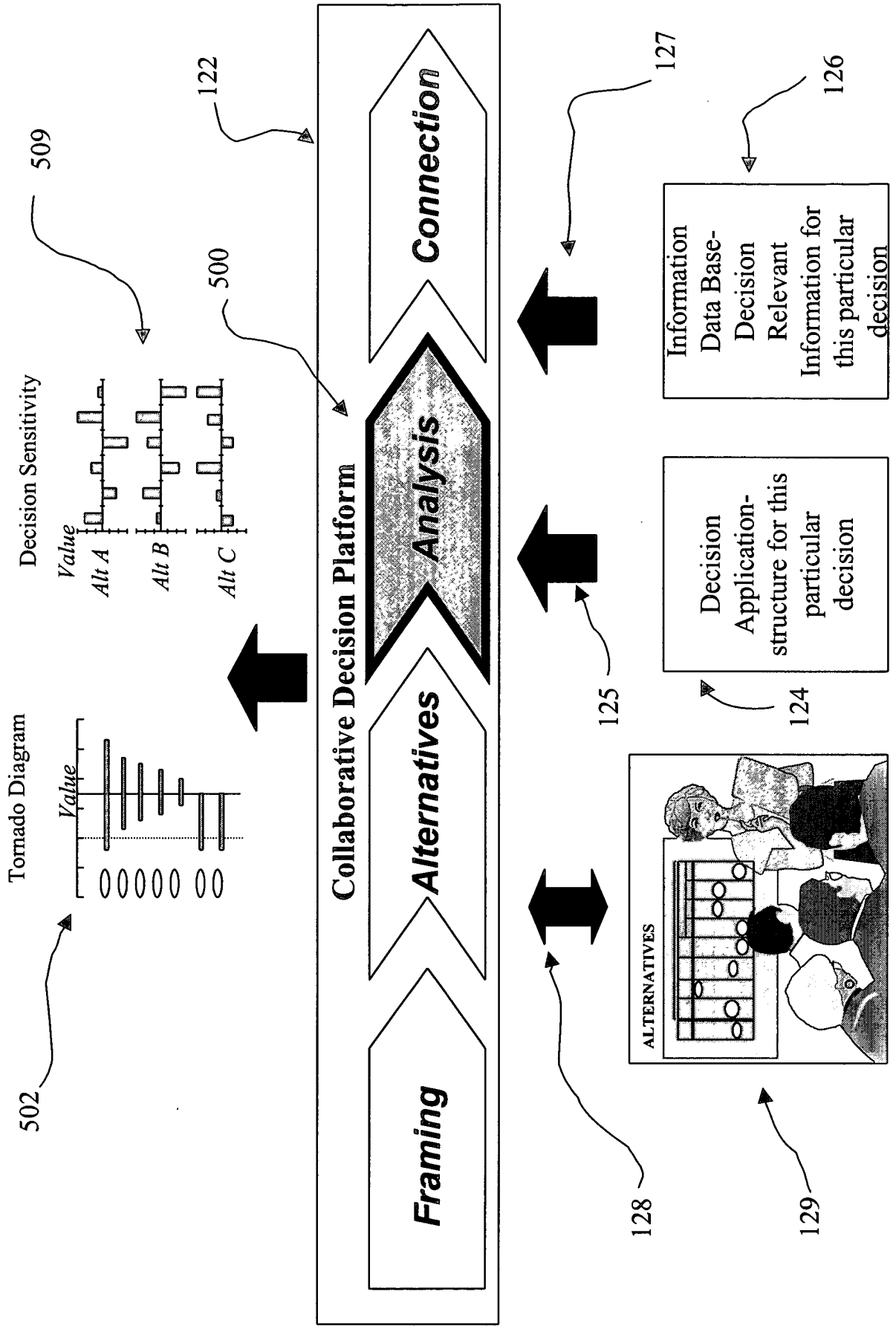


Fig. 5a

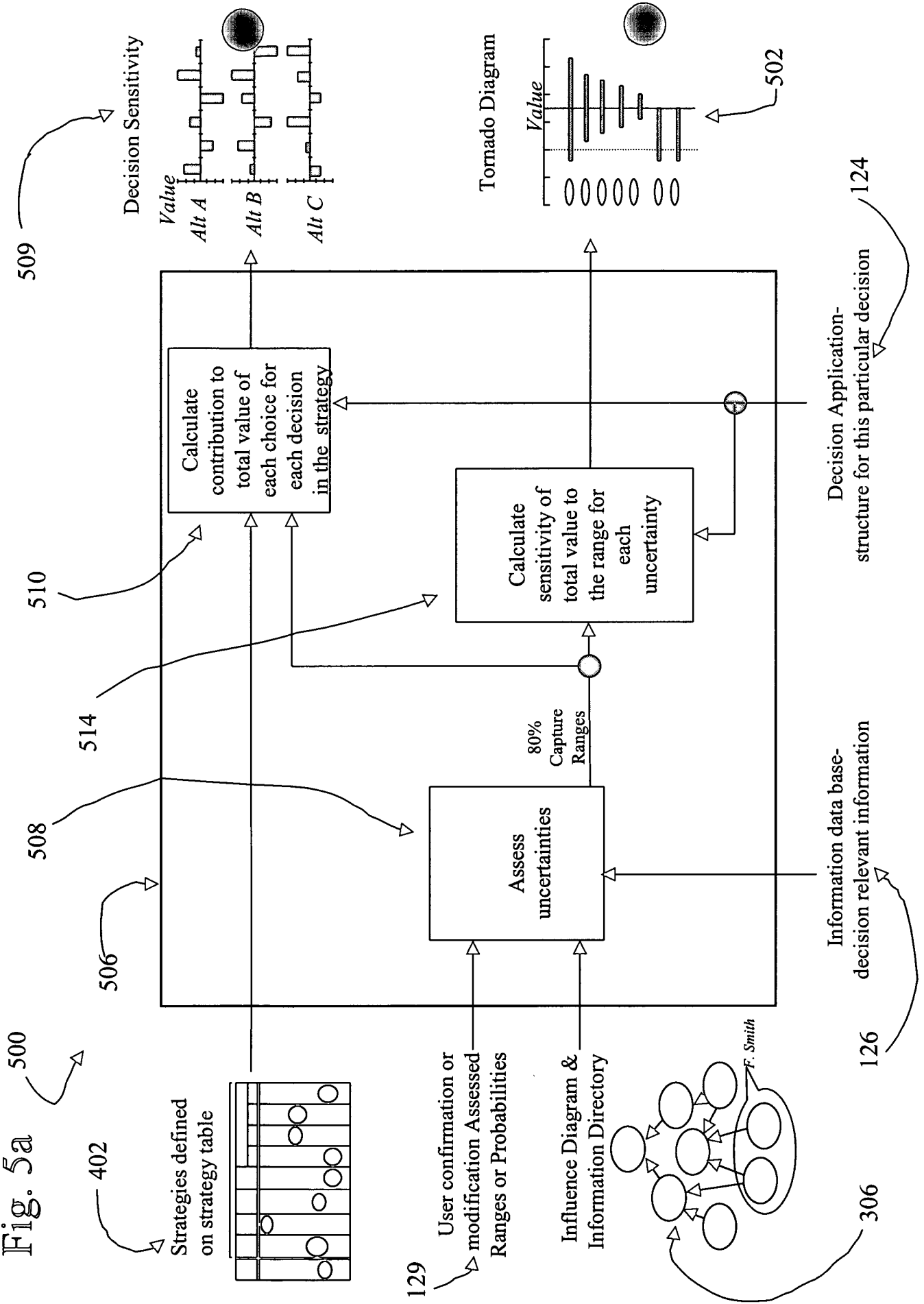


Fig. 6

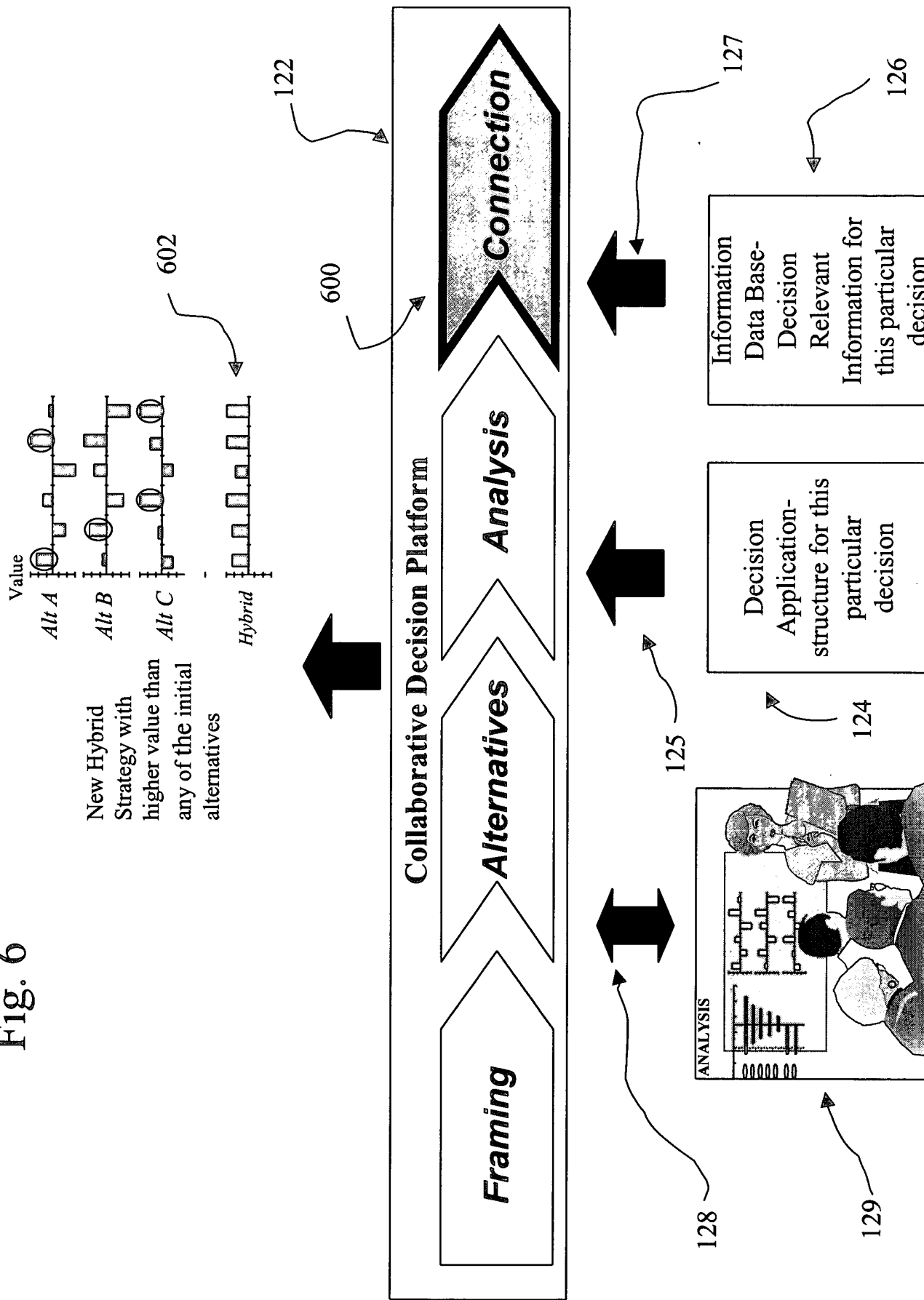


Fig. 6a

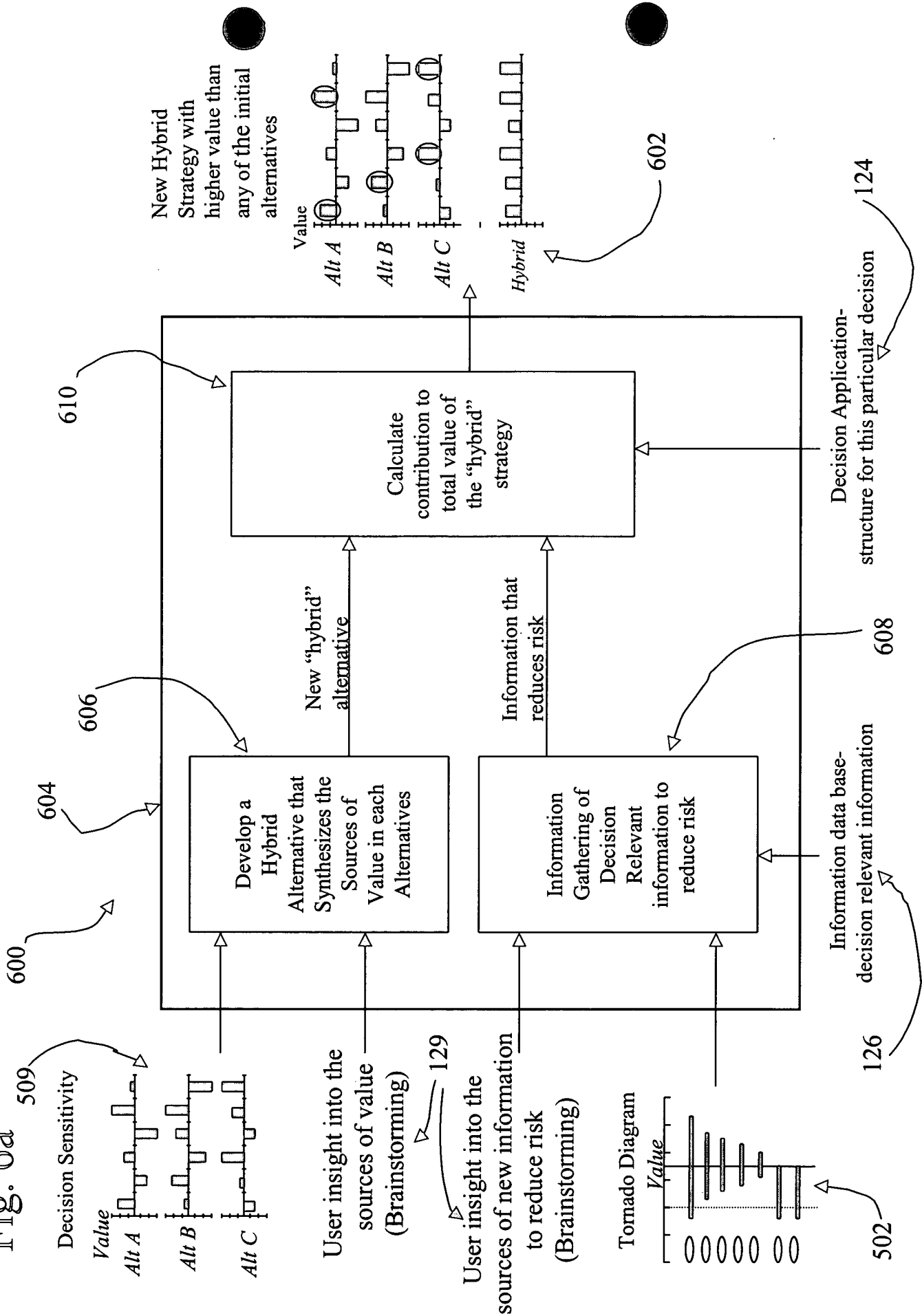
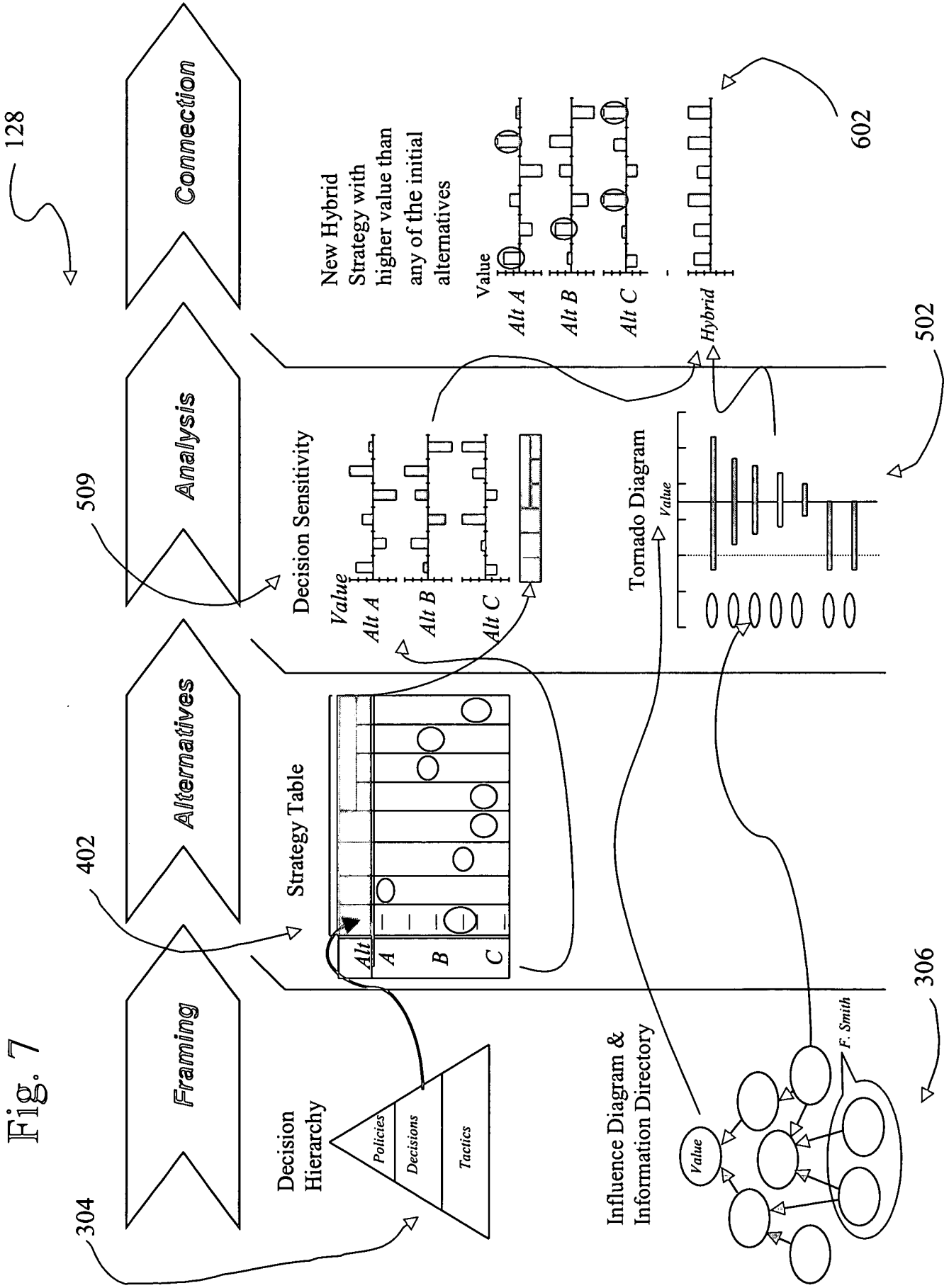


Fig. 7



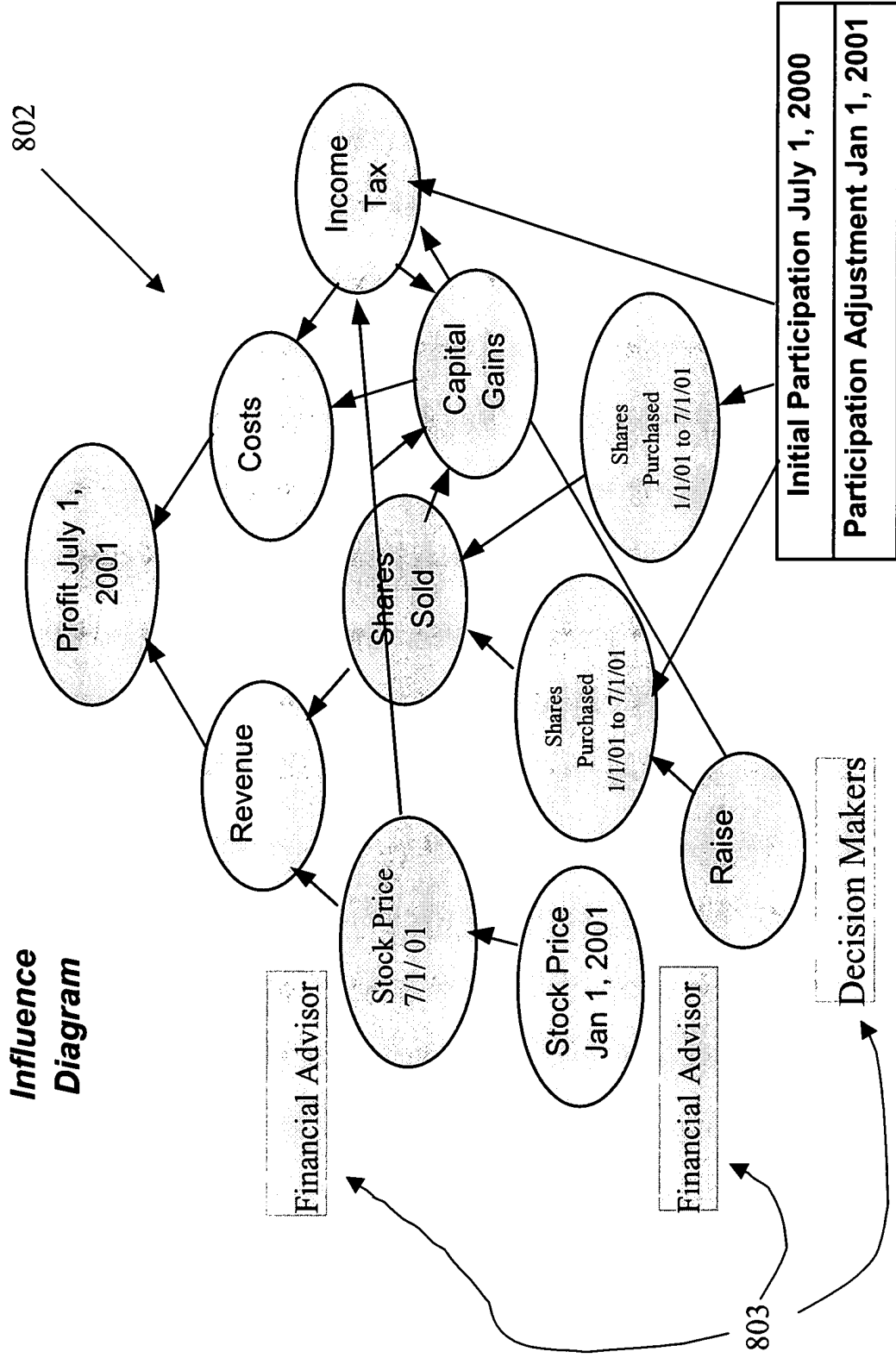
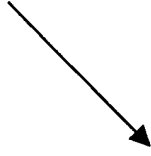


Fig. 8b



Strategy Table		
Strategy Name	Initial Participation July 1, 2000	Participation Adjustment Jan 1, 2001
No Participation	0%	0%
In and Out	5%	5%
Out and In	7%	7%
	10%	10%

Fig. 8c

Strategy Table			
Strategy Name	Initial Participation July 1, 2000	Participation Adjustment Jan 1, 2001	
		0%	10%
	5%	5%	7%
	7%	7%	10%
No Participation	0%	0%	
In and Out			
Out and In			

Fig. 8d

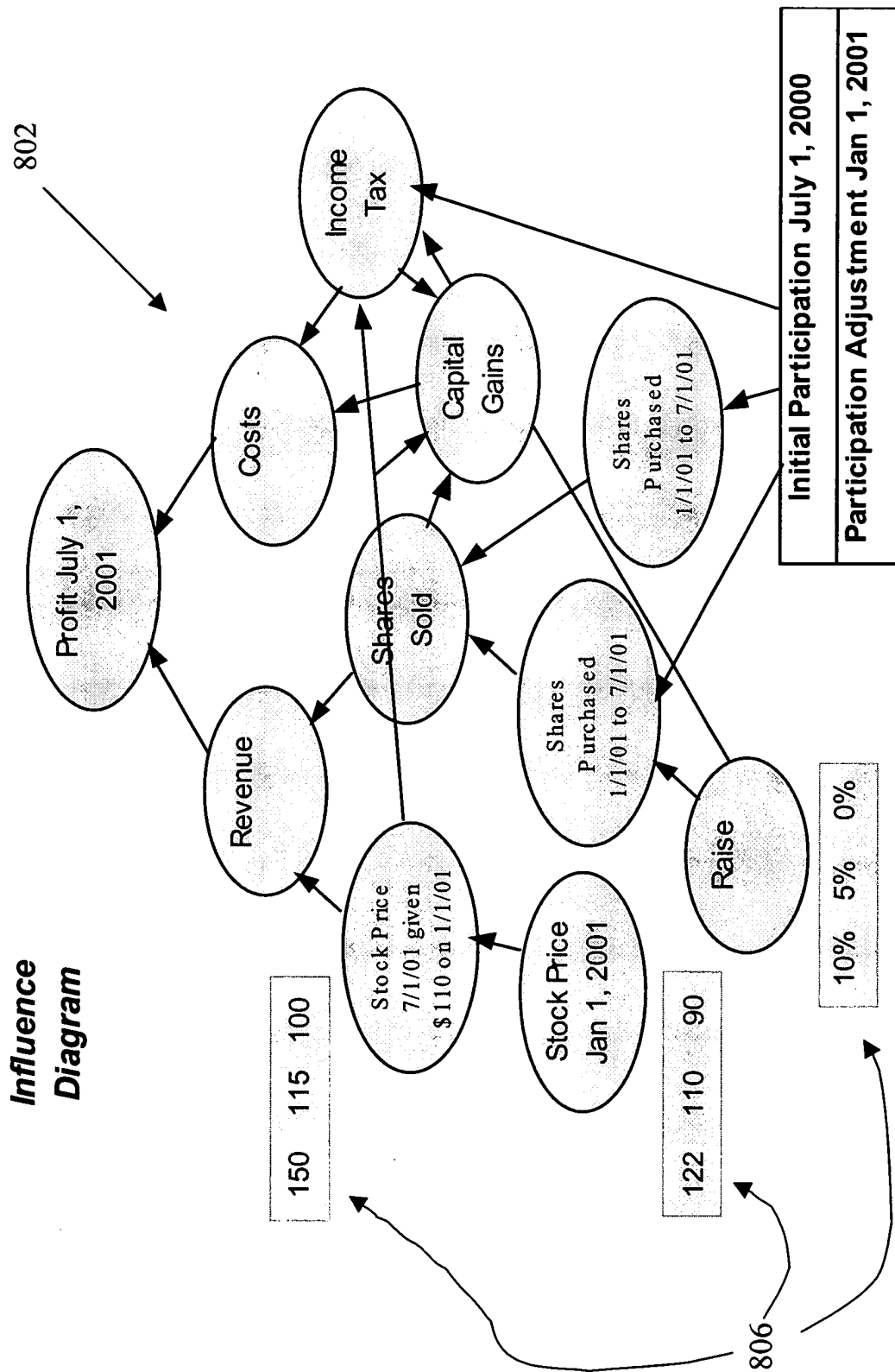


Fig. 8e

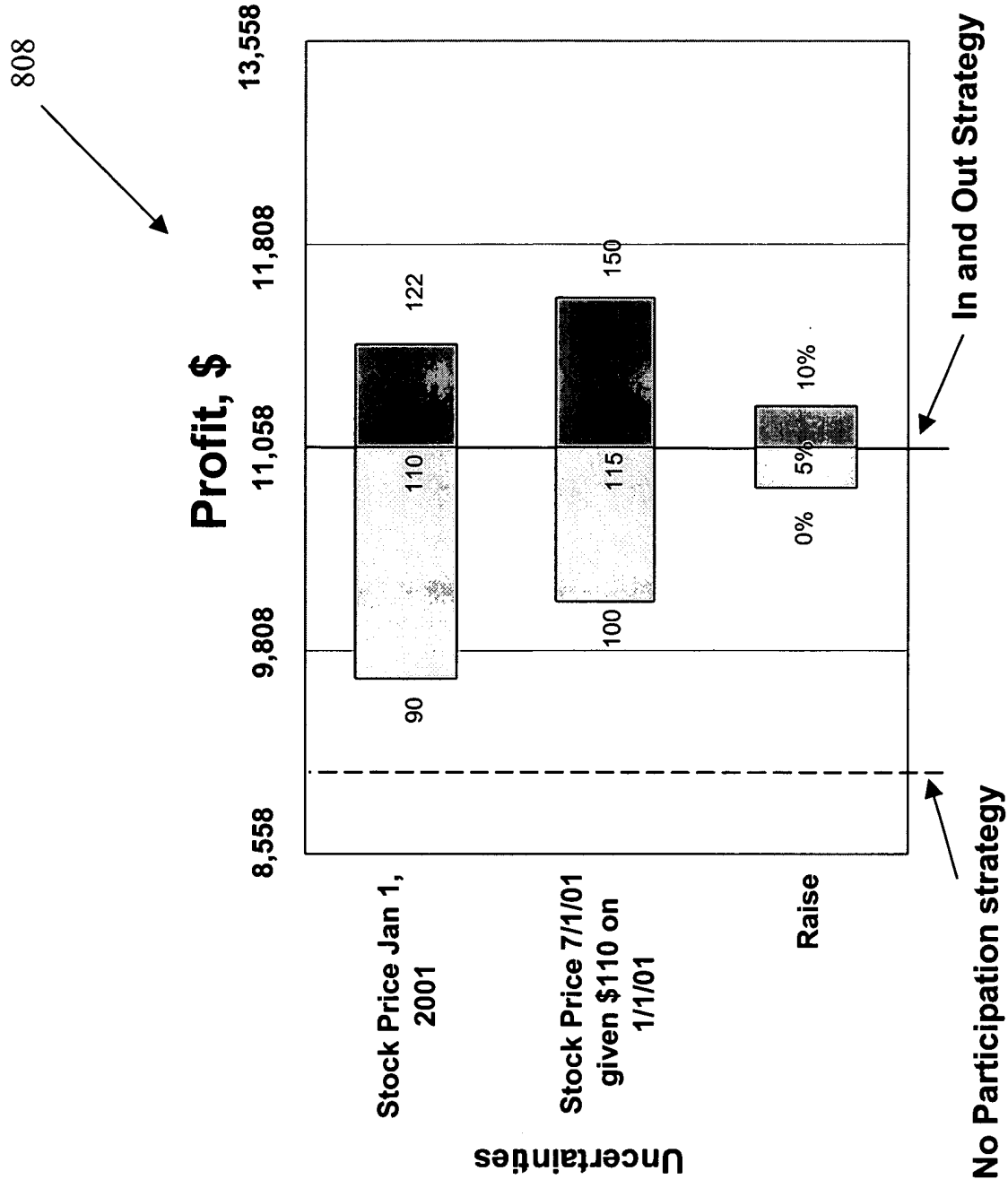


Fig. 8f

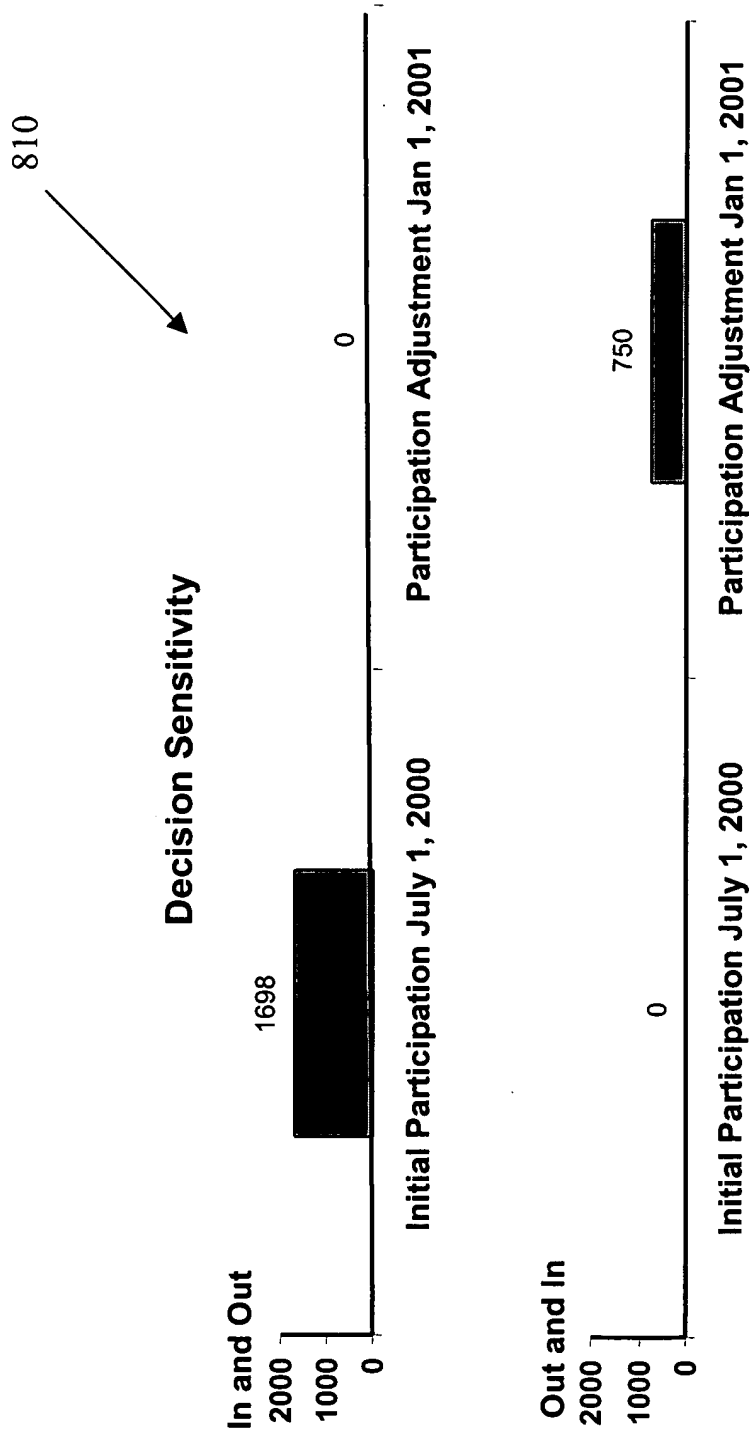


Fig. 8g

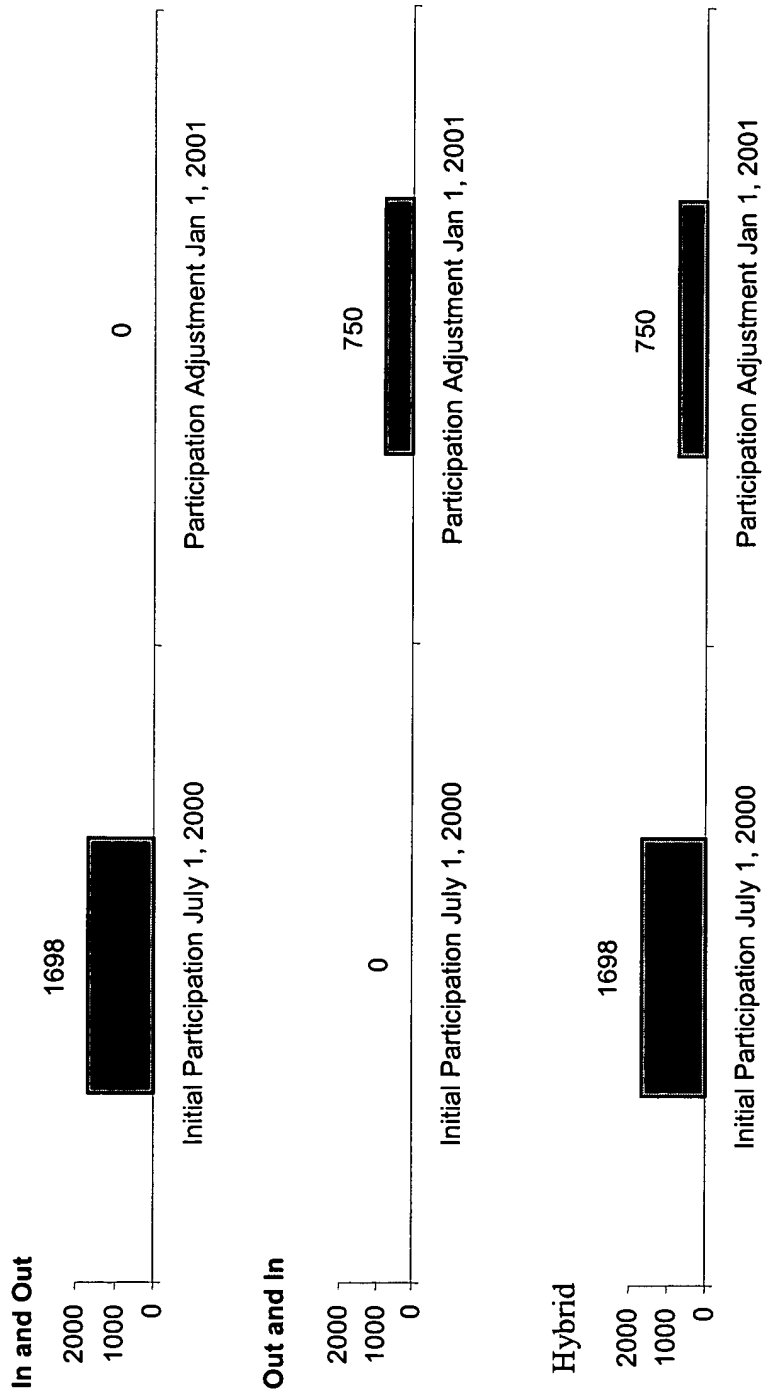
804

Strategy Table		
Strategy Name	Initial Participation July 1, 2000	Participation Jan 1, 2001
No Participation	0%	0%
In and Out	5%	5%
Out and In	7%	7%
Maximum Contribution	10%	10%

811

Fig. 8h

Decision Sensitivity



812

Fig. 8i

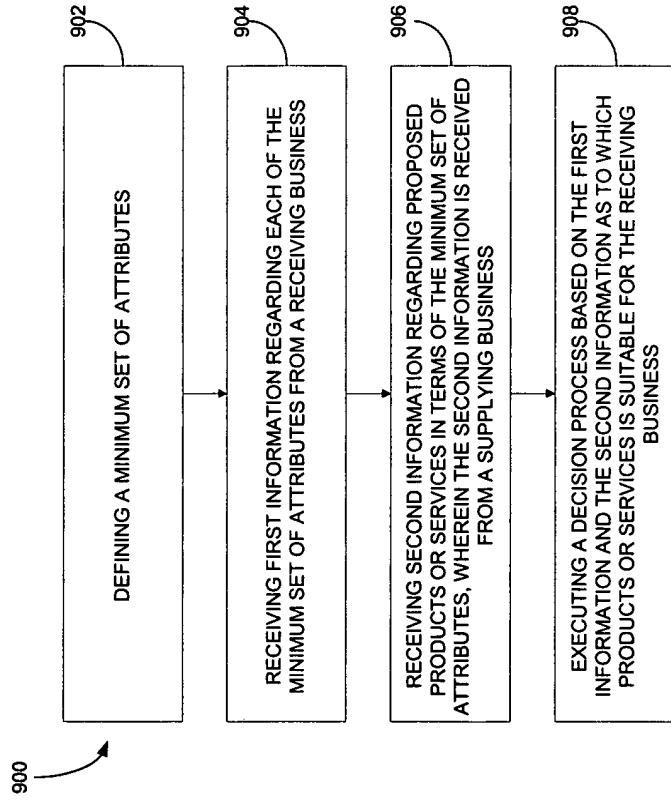


Fig. 9

C ³ Attribute	Value of one percent increase in C ³ Attribute	
	Typical Automotive Manufacturer	Typical Information Technology Company
Revenue (\$M)	200	15
COGS (\$M)	75	35
SG&A (\$M)	20	40
Inventory Turns	12	15
Receivable Turns	2	2

Fig. 9a

1000

C ³ Attribute	Percent increase in C ³ Attribute	Alternative 2: Installation of Customer Relationship Management system
	Alternative 1: Improve Supply Chain Management	
Revenue	0	5
COGS	-4	0
SG&A	-1	0
Inventory Turns	+5	0
Receivable Turns	+1	+2

Fig. 10

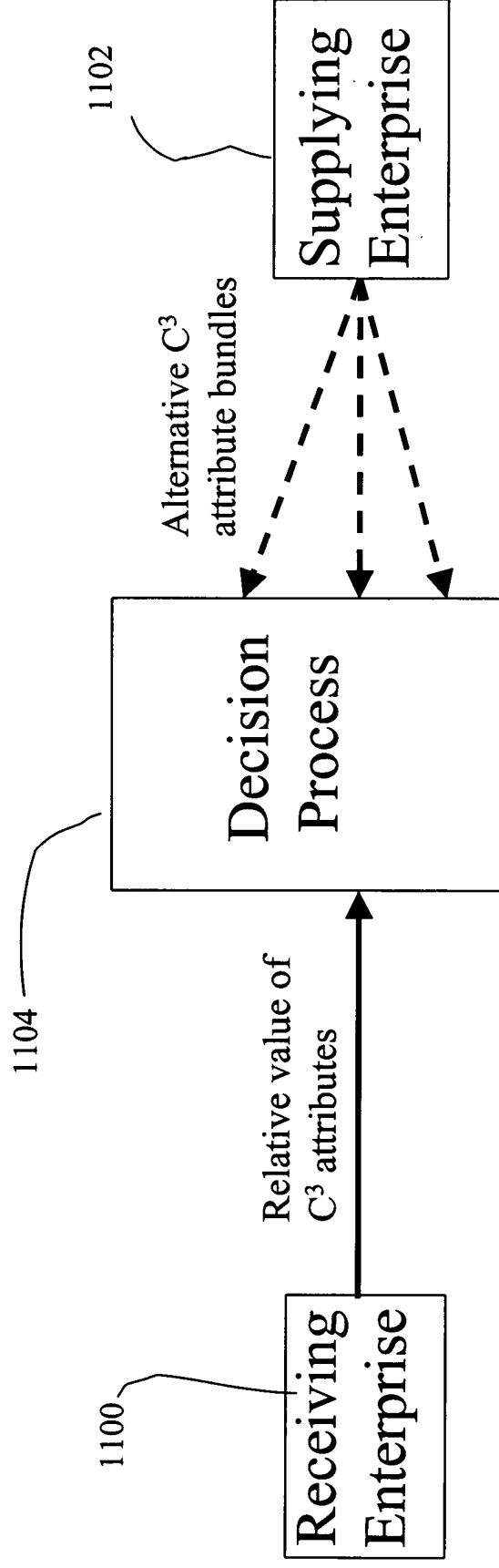


Fig. 11

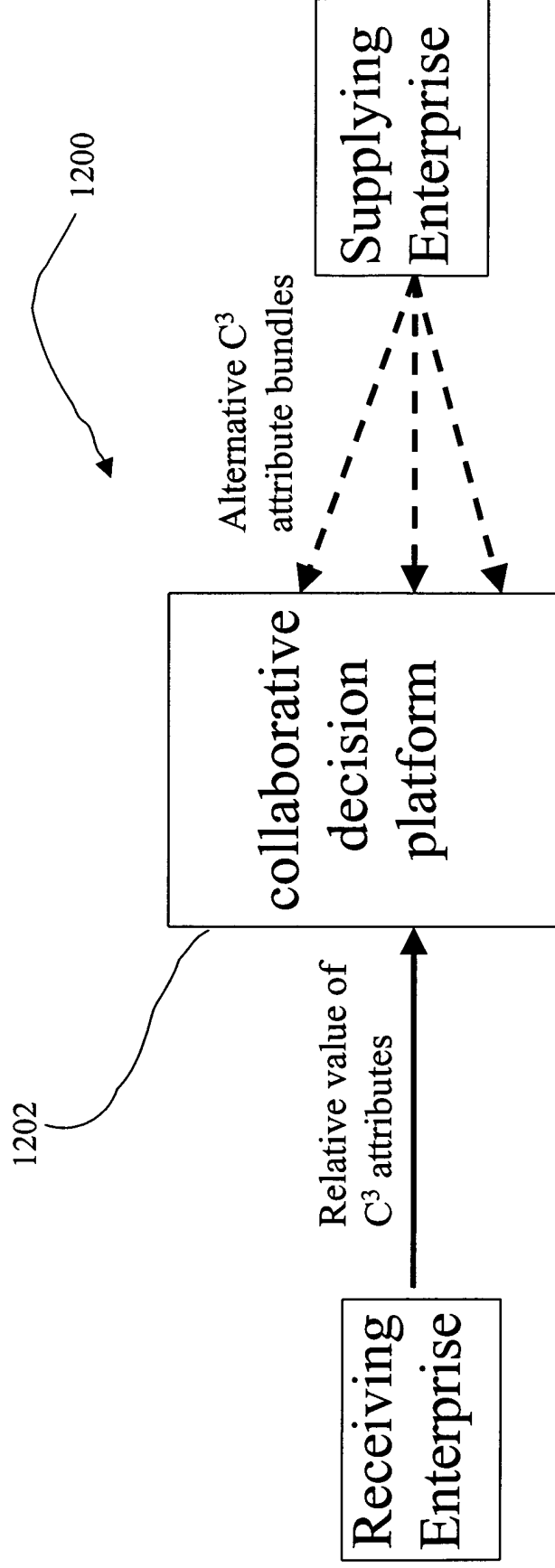


Fig. 12

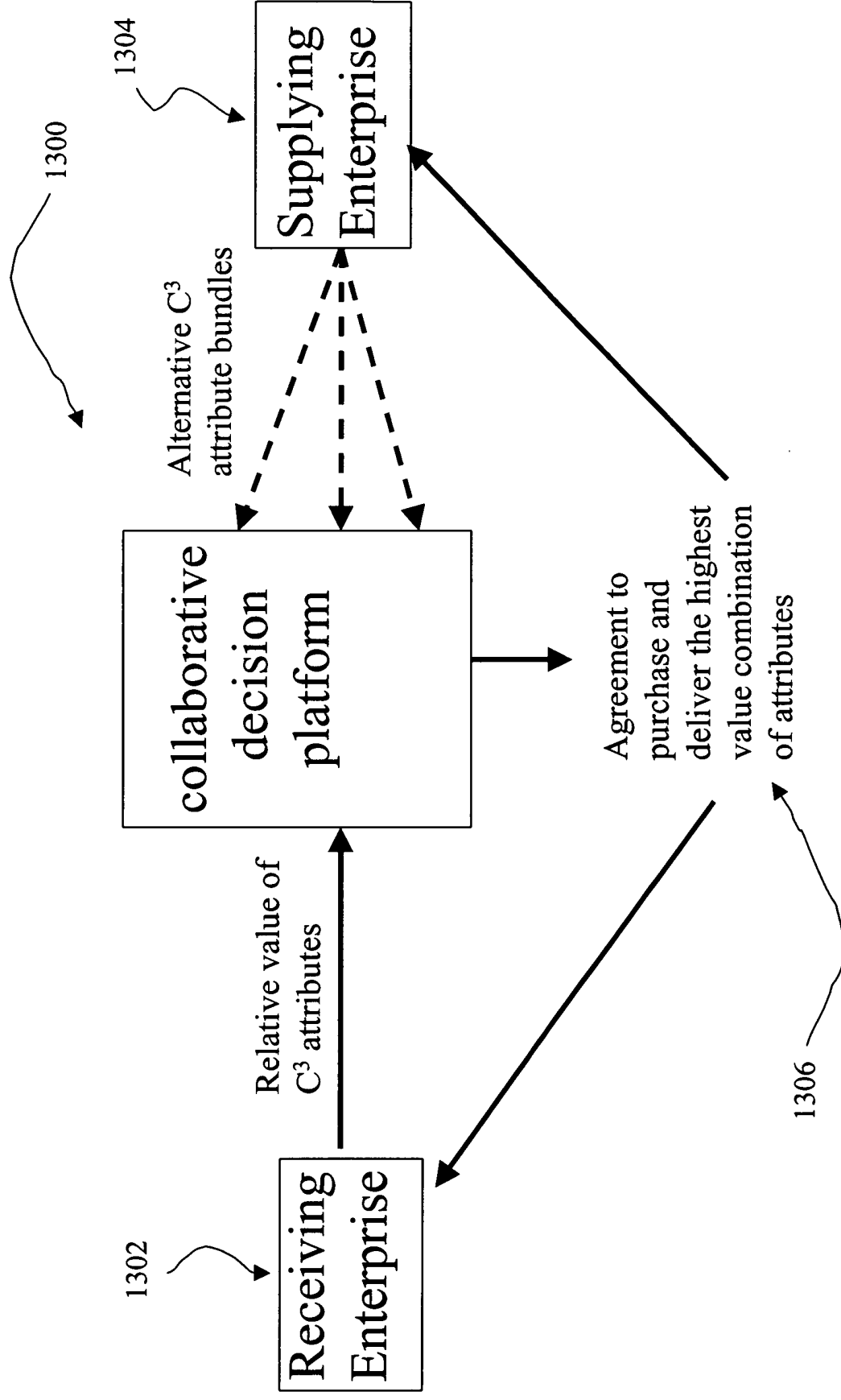


Fig. 13

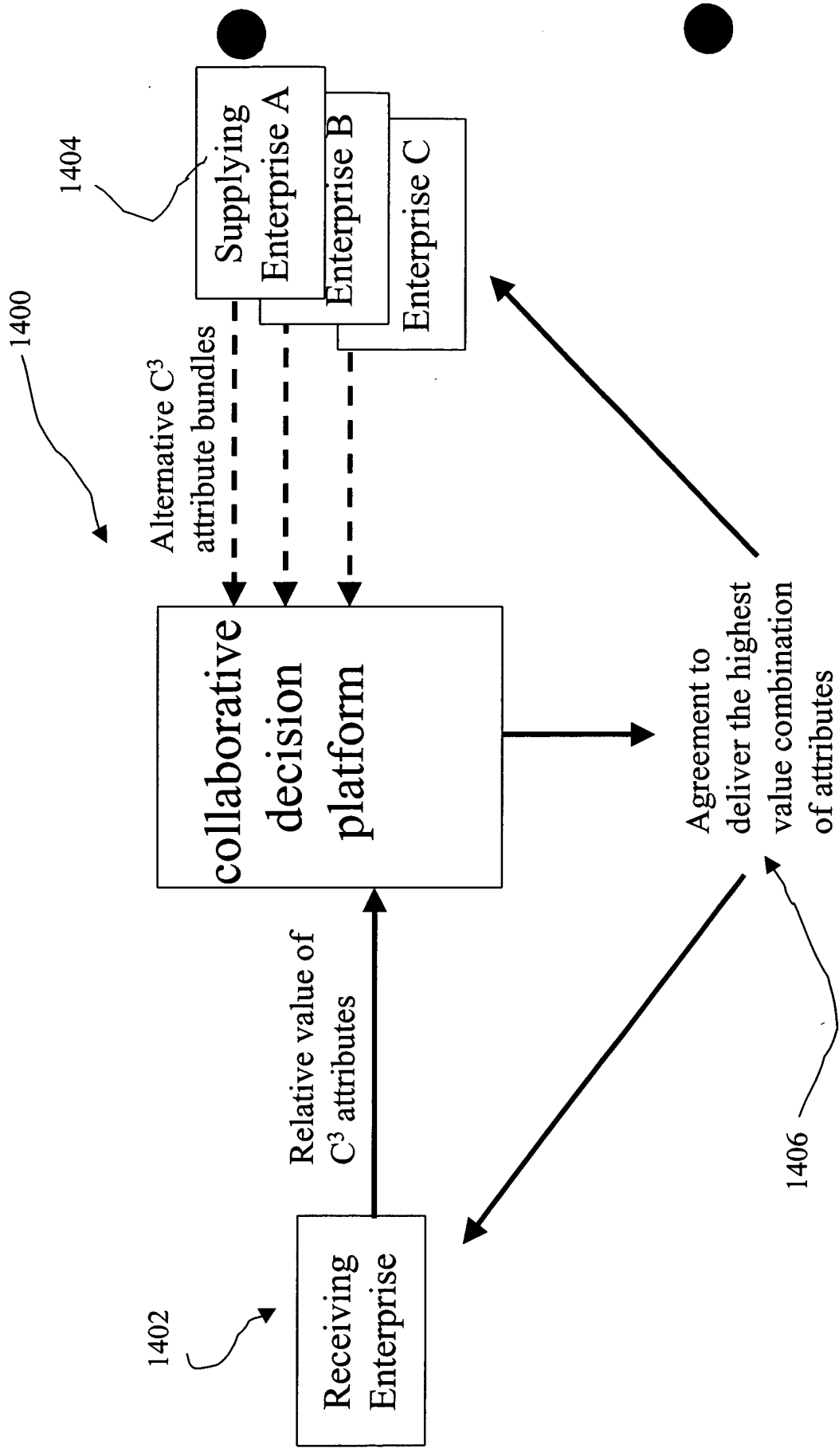


Fig. 14

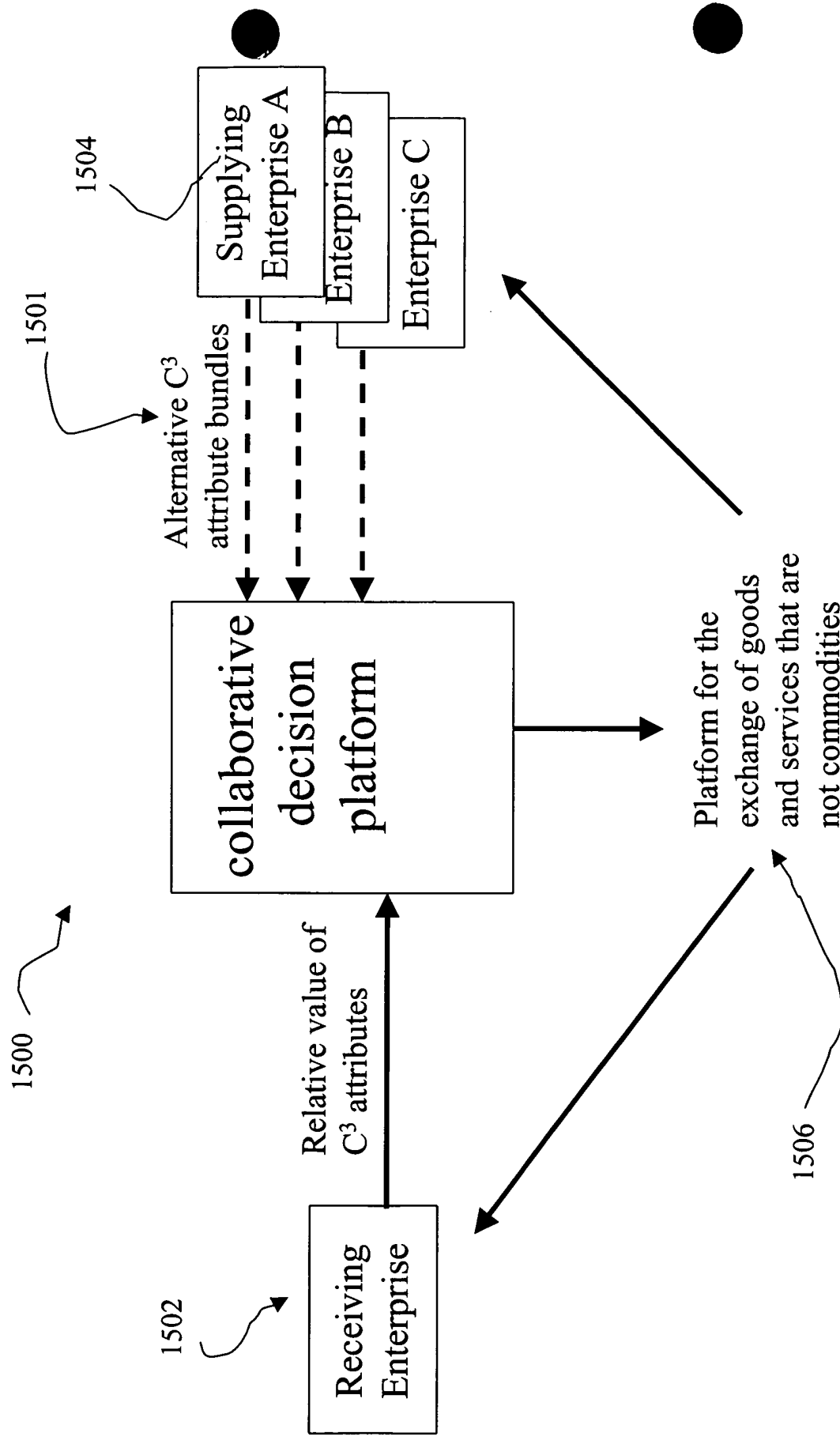


Fig. 15

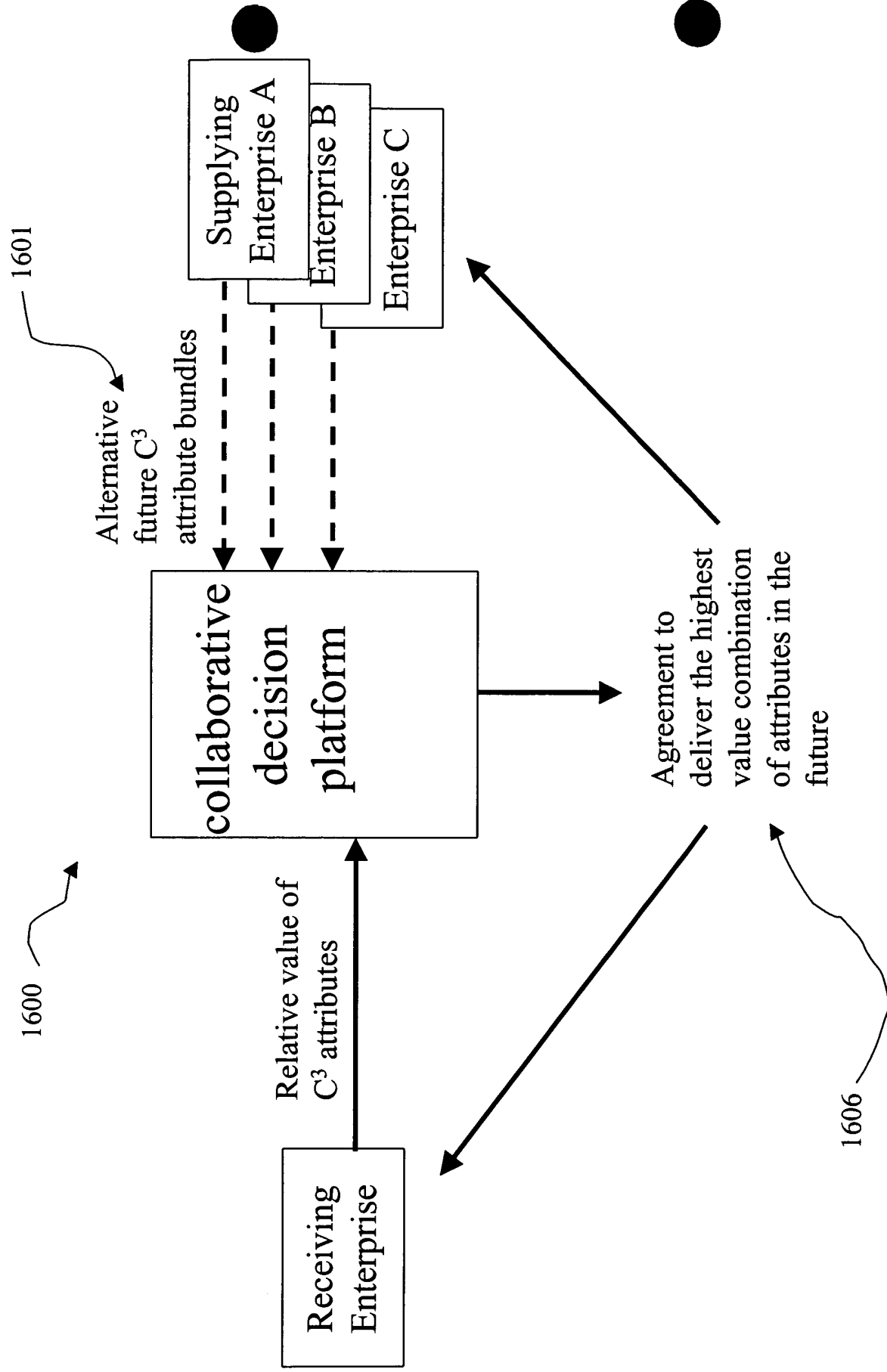
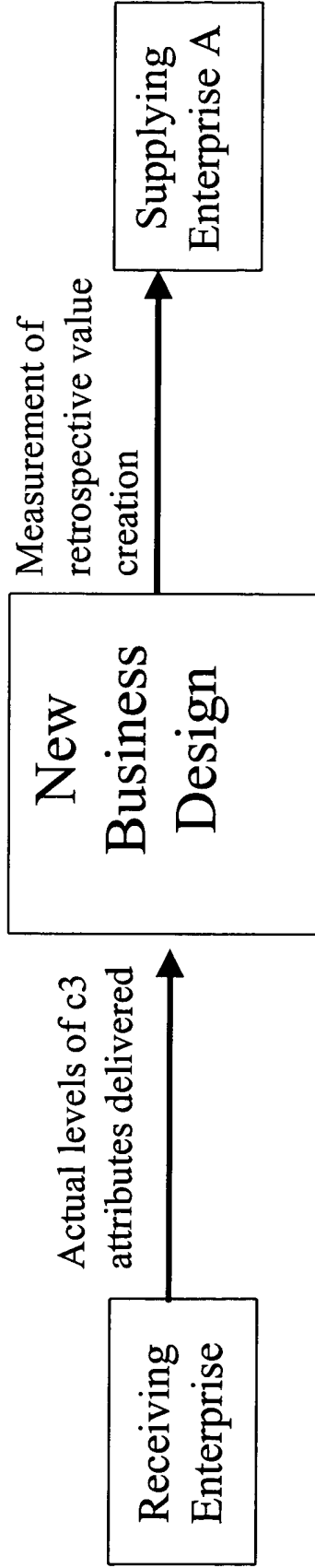
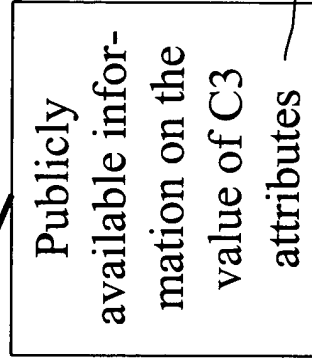


Fig. 16

1700



Relative value of C³ attributes



1702

Fig. 17

1800

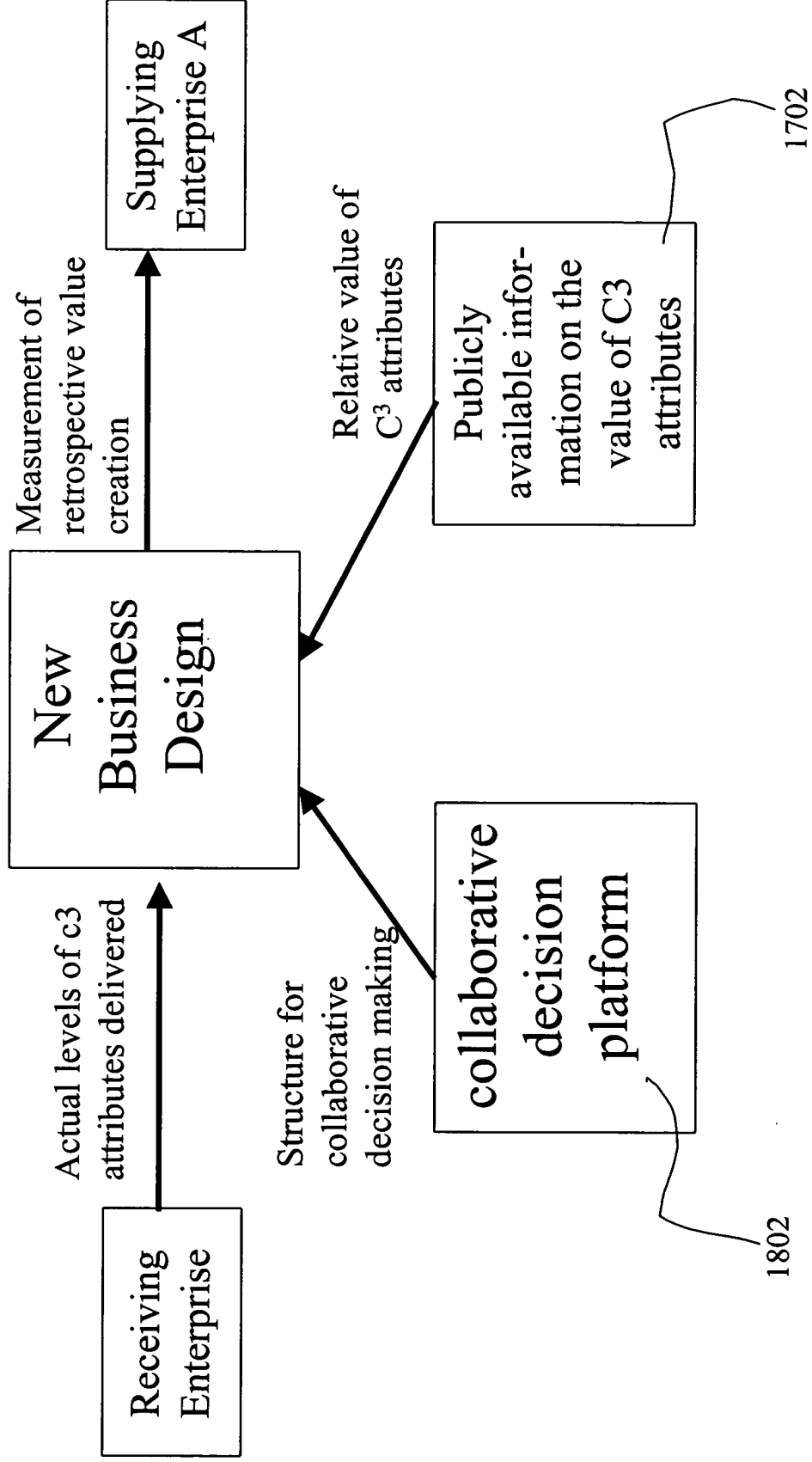


Fig. 18

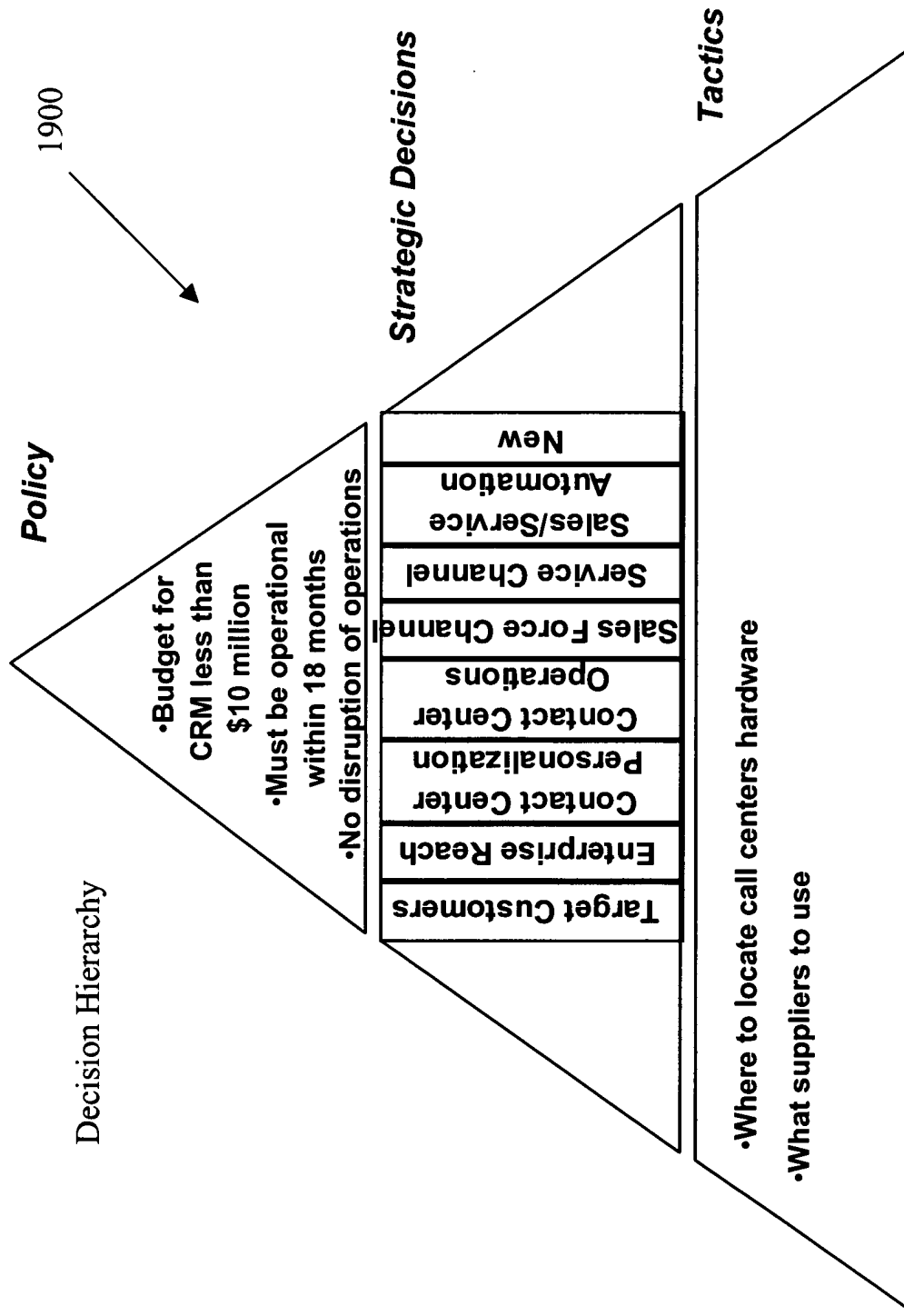


Fig. 19

2000

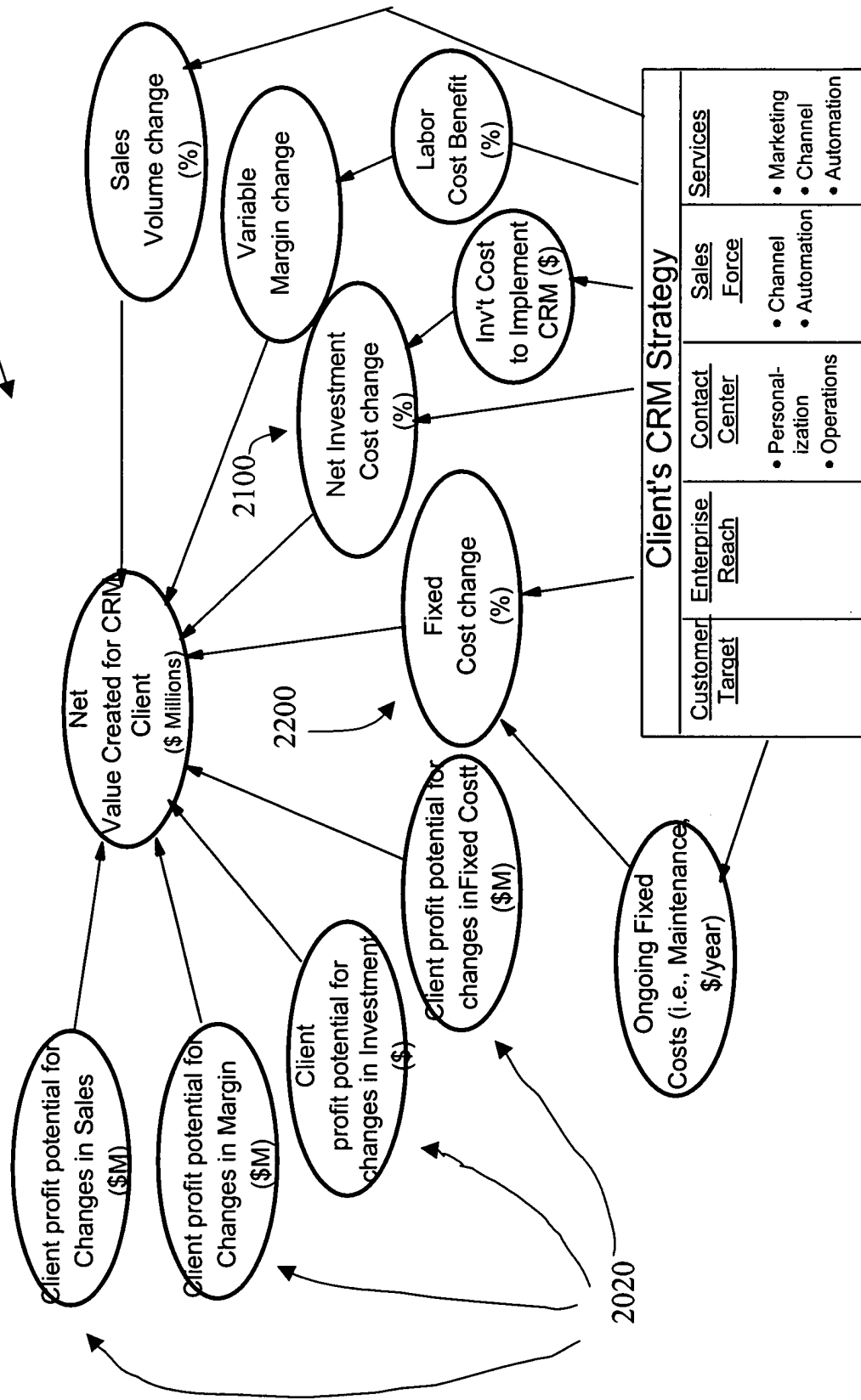


Fig. 20

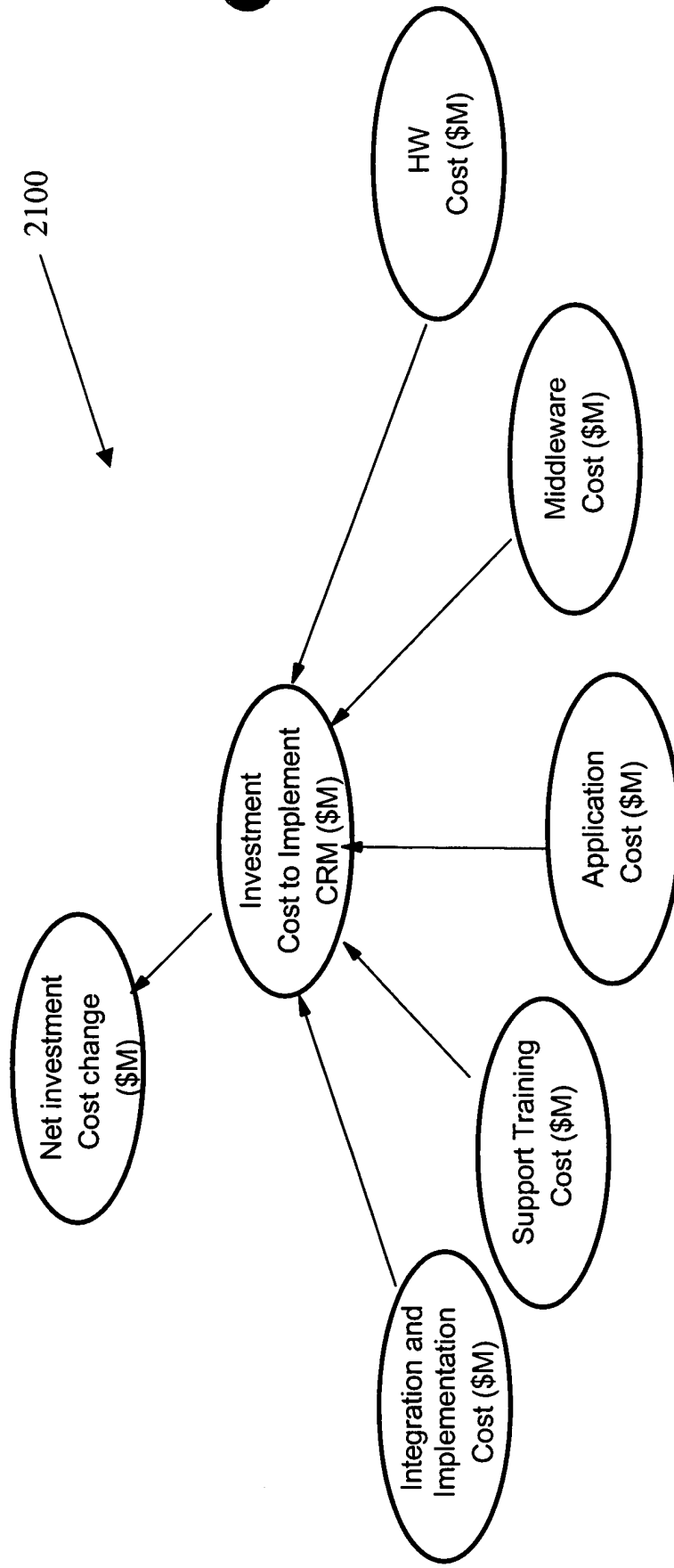


Fig. 21

2200

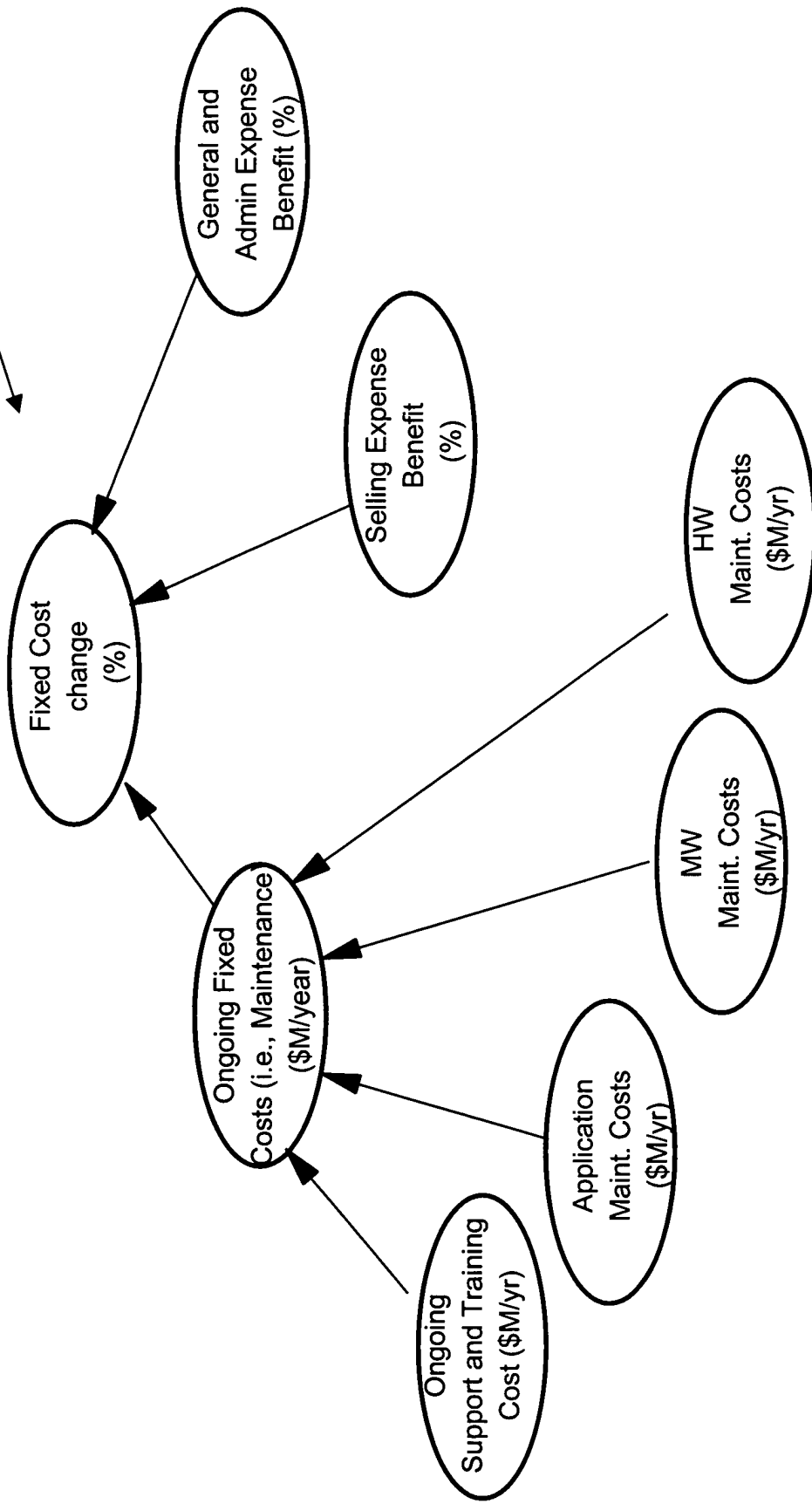


Fig. 22

Strategy Table

Strategy Name	Target Customers	Enterprise	Contact Center Personalization	Contact Center Operations	Sales Force Channel	Service Channel	Sales/Service Automation	New
Momentum	Current	Current	One Size Fits All	Outsource	Outsource	Outsource	None	
Low Cost	Lifetime Value	New Region	Selected Segments	Current	Tele Sales	Tele Sales	Multiple Legacy	
Increased Value	Deselect	Global	All Segments	Consolidate	Indirect	Indirect	Package	
	Consolidate Segments		Every Contact	Improve Efficiency	Direct	Direct	Process Based	
	Needs/Wants			New	Combined	Combined		
					Portal	Portal		
Add Strategy								
Reset Strategy								

Fig. 23a

2300

Strategy Table

Strategy Name	Target Customers	Enterprise Reach	Contact Center Personalization	Contact Center Operations	Sales Force Channel	Service Channel	Sales/Service Automation	New
Momentum	Current	Current	One Size Fits All	Outsource	Outsource	Outsource	None	
Low Cost	Lifetime Value	New Region	Selected Segments	Current	Tele Sales	Tele Sales	Multiple Legacy	
Increased Value	Deselect	Global	All Segments	Consolidate	Indirect	Indirect	Package	
	Consolidate Every Segments		Every Contact	Improve Efficiency	Direct	Direct	Process Based	
	Needs/Wants			New	Combined	Combined		
					Portal	Portal		
Add Strategy								
Reset Strategy								

Fig. 23b

Strategy Table

Strategy Name	Target Customers	Enterprise Reach	Contact Center Personalization	Contact Center Operations	Sales Force Channel	Service Channel	Sales/Service Automation	New
Momentum	Current	Current	One Size Fits All	Outsource	Outsource	Outsource	None	
Low Cost	Lifetime Value	New Region	Selected Segments	Current	Tele Sales	Tele Sales	Multiple Legacy	
Increased Value	Deselect	Global	All Segments	Consolidate	Indirect	Indirect	Package	
	Consolidate Segments		Every Contact	Improve Efficiency	Direct	Direct	Process Based	
	Needs/Wants			New	Combined	Combined		
					Portal	Portal		
Add Strategy								
Reset Strategy								

Fig. 23c

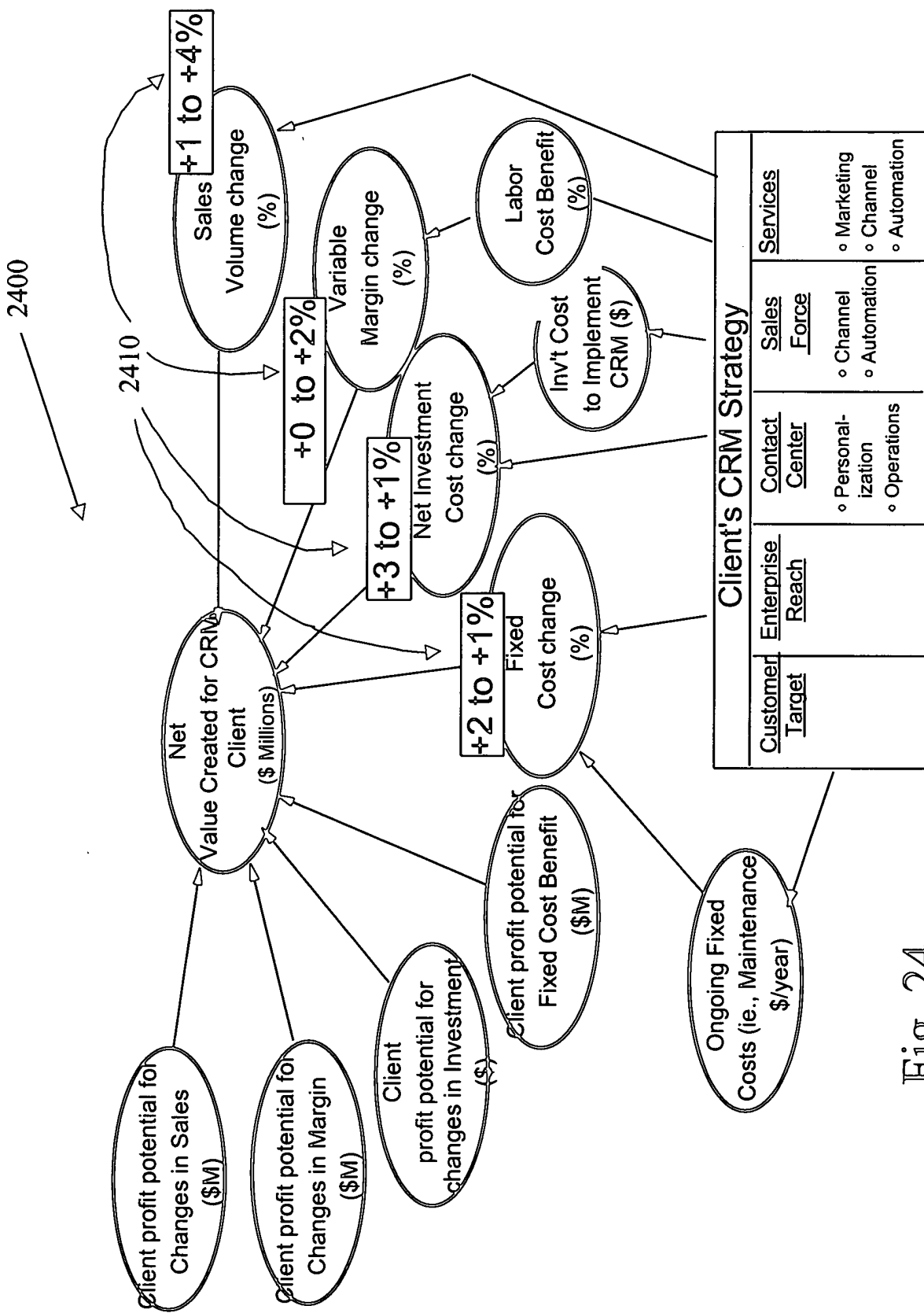


Fig. 24

C3 Attribute	Value of a one percent increase in the C3 attribute Typical New Vehicle for Automotive manufacturer (\$ Millions/year)	Value of a one percent increase in the C3 attribute Typical new software product for technology company (\$ Millions/year)
Sales Volume (units)	100	40
Variable Margin (%)	170	15
Investment Cost (\$)	-20	-3
Fixed Cost (\$)	-10	-30

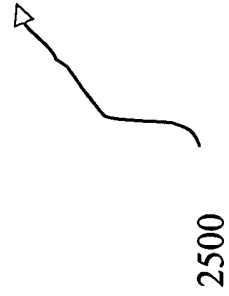


Fig. 25

C3 Attribute	Value of a one percent increase in the C3 attribute for a typical New Vehicle for Automotive manufacturer (\$ Millions/year)	Alternative 3: Best Buy/ Cost -Driven (Percent increase in the C3 attribute)	Total value for C3 attribute increase (\$ Millions/year)
Sales Volume (units)	100	+2	200
Variable Margin (%)	170	+1	170
Investment Cost (\$)	-20	+2	-40
Fixed Cost (\$)	-10	+2	-20
Total			310



2600

Fig. 26

2700

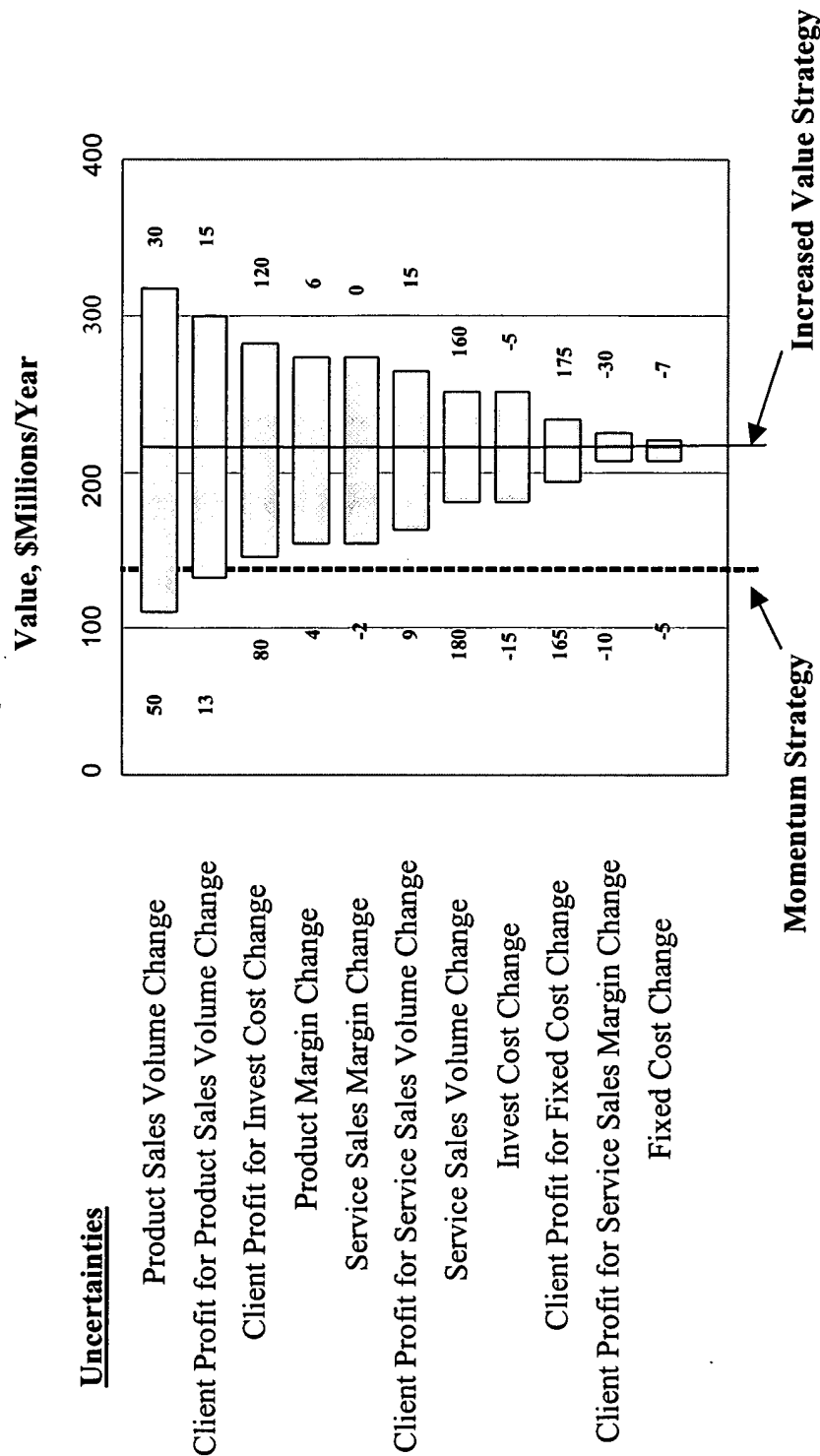


Fig. 27

2800

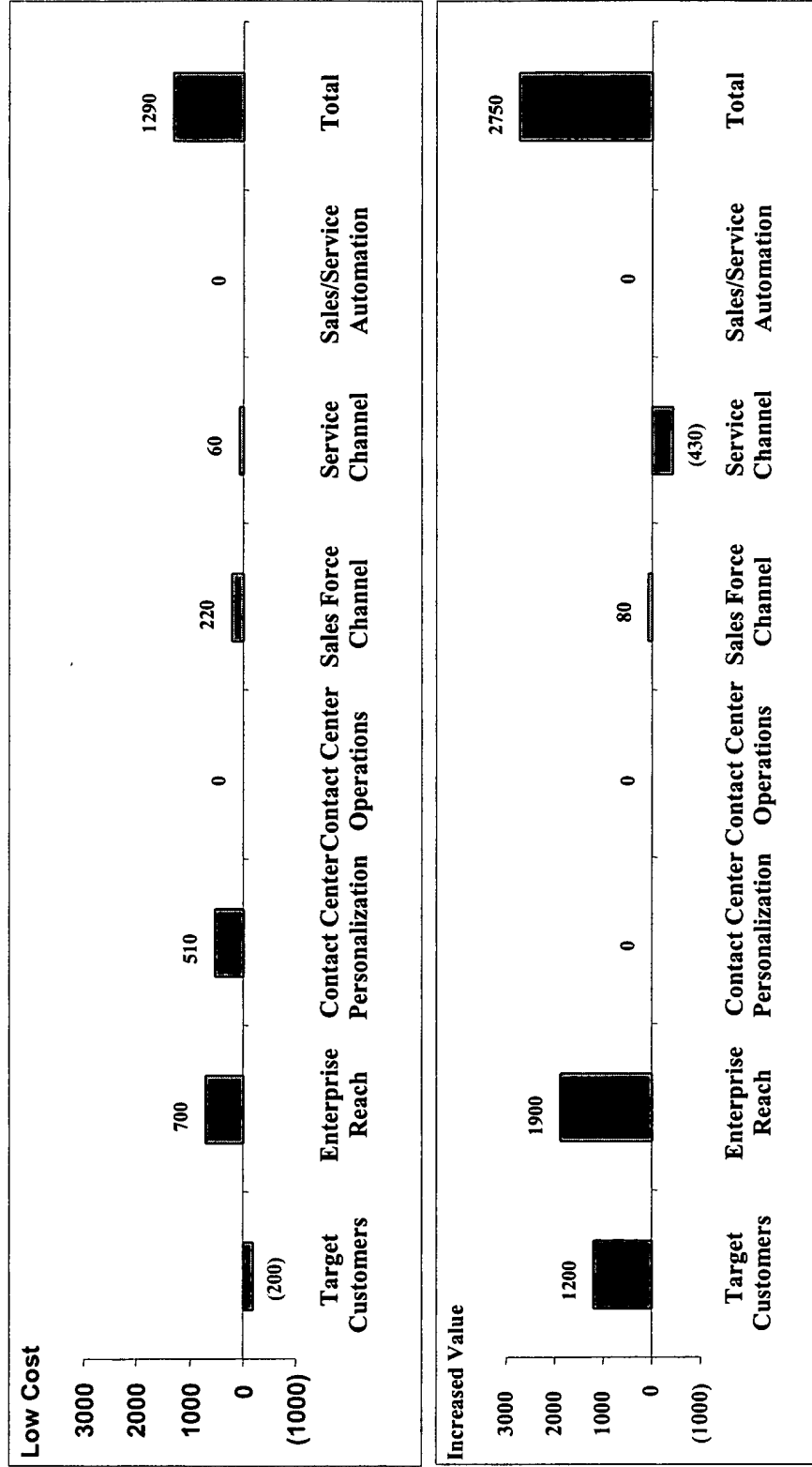
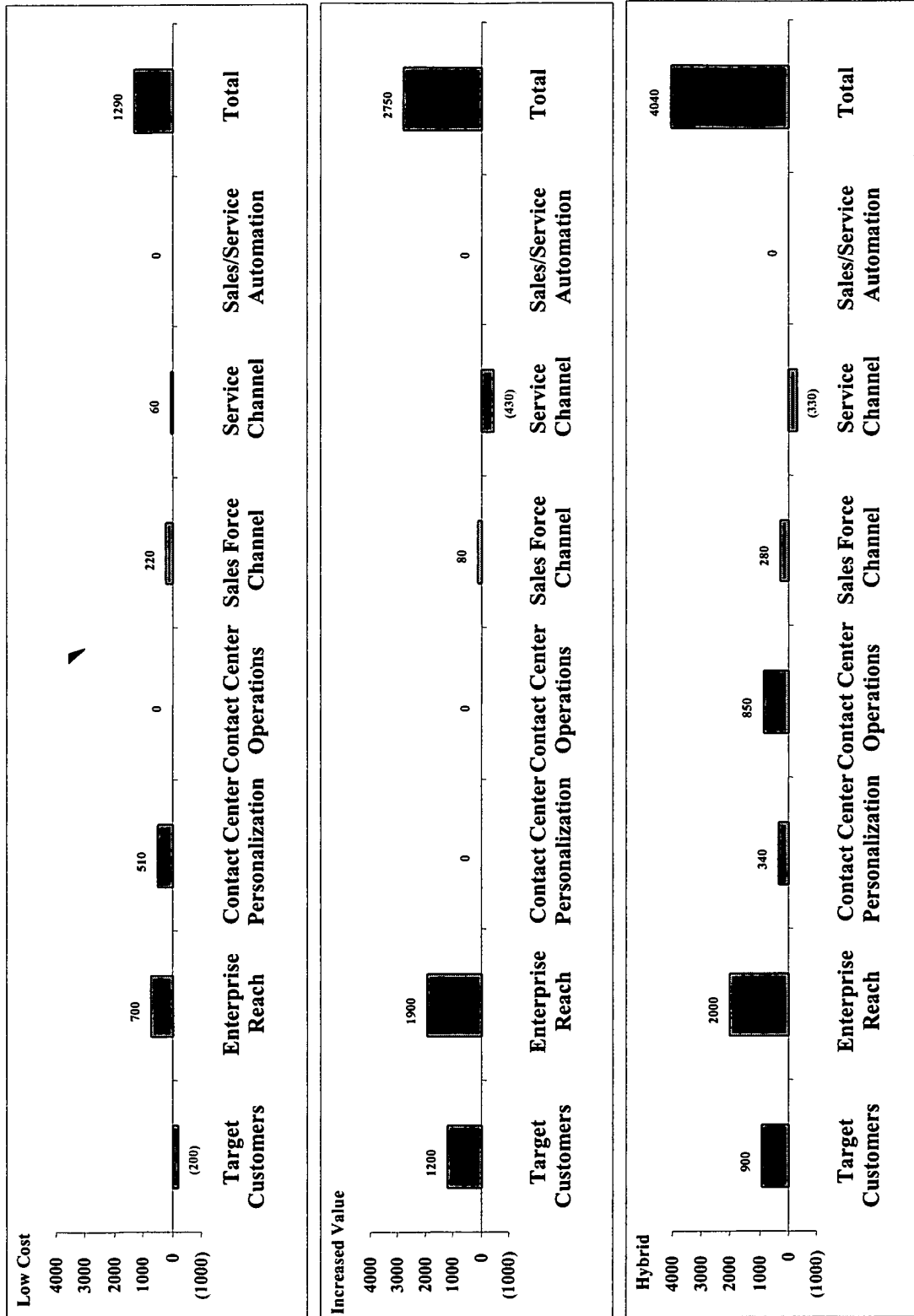


Fig. 28



3000

Fig. 30